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SPECIAL INTERVIEW

Yuki Tanaka

(Executive Director of the Japan National
Tourism Organization)

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Despite the disaster two years ago, many tourists still go to Japan to explore its wonders and just have fun. To guide those who wish to visit, Yuki Tanaka, Executive Director of the Japan National Tourism Organization (JNTO), gives you extensive information about safety concerns, recent highlights and travel tips.



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“By the end of last year American tourists were back to pre-earthquake levels, and are possibly surpassing those now.” — YUKI TANAKA



Geographically isolated and historically having adopted unique governing systems, Japan developed its own traditions and culture. Despite the disaster two years ago, many tourists still go to the country to explore its wonders and just have fun. To guide those who wish to visit Japan, Yuki Tanaka, Executive Director of the Japan National Tourism Organization (JNTO), gives you extensive information about safety concerns, recent highlights and travel tips.

What is the main function of the JNTO?

Our main goal is to promote Japan for the purpose of attracting American tourists. We attend events like the recent Japan Week and travel shows, as well as carry out seminars and business talks for those in the travel industry. We are also active through our website and social networking sites such as Facebook, which we use as sources to disseminate information. We periodically issue press releases which primarily contain information from Japan regarding Japanese tourism, such as specific spots to visit. We also pro-

vide information from travel agencies and advertising agencies regarding special deals and products. In addition, we will post interesting articles about Japan to share with viewers.

Just over two years have passed since the Great East Japan Earthquake. What was handling that crisis like and how have you seen a rebound in the number of American tourists?

Immediately following the earthquake we received many requests for information regarding conditions in Japan, and from people expressing their concerns about safety. However, by the middle of last year we began rarely getting any kind of communication regarding safety issues, from either those in the industry or general tourists. There are some people who still worry and since the earthquake we have been listing travel advisories on our website containing information regarding earthquakes or radiation levels. The latter is what people are most concerned about, so we provide the necessary radiation values. We do a comparison to other cities throughout the world like Send-

ai and Beijing, and Sendai (Miyagi Prefecture, part of the region where the earthquake hit) has lower levels than those places. It helps for people to feel better when they have concrete proof in the form of substantial numbers.

Following the earthquake, people seemed to avoid information that came directly from the Japanese government. Rather than using it as a source, we tended to use independent organizations such as the International Atomic Energy Agency (IAEA) to assure readers that the information was objectively researched. If this information had come from a Japanese source, its credibility might be questioned. Right after the earthquake, we had international media go to report in places like Sendai Airport and see for themselves that things were safe. They posted videos on their respective publications' homepages showing people walking through the city and going about their daily lives. We also enlisted employees from travel agencies to come see the situation in tourist areas and then appeal to Americans that everything was functioning normally.

We had previously linked to the State Department's travel alerts for Japan that they had been issuing since the earthquake, as this information put Americans' minds at ease. However, since around April of last year the Japan travel alert was lifted. Having it be an official by the State Department that there is no problem had a noticeably large effect. The number of American tourists went down 22% right after the 2011 earthquake, but by the end of last year they were back to pre-earthquake levels and are possibly surpassing those now.

Even though there is no longer any particular danger regarding travel in Japan, we update the site at a rate of twice a week to make sure our readers know they are getting the newest information.

Are there any little known services you sug-

**gest tourists in Japan take advantage of?**

Kyoto is a popular tourist spot so they have a group called the Good Samaritan Club. This is a student organization of volunteer guides whose policy is to be kind to strangers. If they see tourists having trouble they will help or just stop to say hello. This is a way for people to cut costs during their trip to Japan, as well as a way to overcome the difficulty of getting around without knowing Japanese. If there is a need for this service, we will direct tourists to the Good Samaritan homepage where they can make an online reservation.

Last fall we launched a website campaign that highlighted how to affordably visit Japan. We filmed a series of several short videos with themes like activities and food, and introduced rates for each category that could be enjoyed for only \$180 per day. I think people still have the image of Japan from the 1980s, when Tokyo was thought of as the most expensive city in the world. Despite the fact that this has changed, when people think of going today they often expect it to be expensive. However, you can find nice lodging such as a business hotel for less than \$100. Of course those who want a luxury hotel can find these too, but many foreigners find the cap-sate hotel experience interesting. When it comes to eating out, you don't need to tip and places like *izakaya* (Japanese pubs) offer many types of delicious food and drink to make a meal that won't break your budget. We included this kind of know-how in these promotional videos, so I hope people will check them out for some hints as to how to cheaply enjoy their time in Japan.

What are some special events going on this year in Japan?

The Satsukin Tennenki, held once every three years, is especially popular among Westerners. This is an international art festival that takes place on Nosonuma and other islands in the Seto Inland Sea, at locations like the brand new Tokyo Ando Museum. Artists come from all over the world for this event and display their work outdoors. The spring session began on March 20, and there will be summer and fall segments later in the year. Another highlight is the rebuilding of the iconic Ise Shrine, which takes place once every 20 years. I believe the ceremony itself can only be attended by related parties, but there are other traditional, conservative events that will be occurring throughout the year that would be open

to the public. This is a historical ceremony that is not geared toward tourists, but we do receive many inquiries regarding it.

One more interesting offering this year is the new "Seven Stars in Kyushu" Cruise Train from JR Kyushu, which is known for putting effort into creating unique interiors using locally produced materials and locally developed craft techniques. The theme is based on the Great Express, and in this train you can stay in a suite room with a shower, have a fancy dinner and hear live music. This luxury train is currently under construction, and service will begin in October with 1-2 night packages. It will take riders to famous areas like Fukuoka and Yufuin, allowing them to enjoy Kyushu while journeying throughout the island. This concept has not previously existed in Japan in regard to train travel. Domestic reservations have already sold out for October to April, and starting next April JR Kyushu plans to begin overseas sales.

Personally what are some spots in Japan that you personally recommend for Chopsticks NY readers?

"Depuchiko" (the basement food halls of department stores) are a big hit, even among wealthy travelers. A place with fabulous depuchiko is Tokyo Station, which just underwent a renewal and reopened at the end of last October. The station was restored to its pre-war state, and the Tokyo Station Hotel was also renovated. Inside the station are the Ramen Yakusho (Street) and on-iden (bento boxes sold at Japanese train stations) dedicated shop with dishes from all over the country. There is also Oomori Land Japan's first confectionery-themed retail store, as well as a Studio Ghibli store for anime fans which sells Totoro and other related goods.

Close to where I grew up in Yamanashi, a historic neighborhood made up of the districts of Yanaka, Nezu and Sendagi. Here you can find narrow, winding streets lined with trees and the sound of wind chimes reminiscent of the Edo Period. There are mom and pop candy stores and old-style stores with bimbos and other handicrafts, which are still fully used alongside shops with more modern offerings. This is a great area to just walk around and soak up the atmosphere.



© Kyushu's Prefectural Tourism Federation, JMTS

Inside Chosen in Gopendora Prefecture



Newly renovated Tokyo Station



A shop in Tokyo Station with "hibiki" brought over the country



Top Yamanashi area in Tokyo has an old-style atmosphere

Japan National Tourism Organization (JNTO)
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Interview by Stacy Sheld



All things new from stores, products, services to events

BEAUTY

Dr.Ci:Labo Rescues Skin Once Again

The latest offering from Dr.Ci:Labo, a Tokyo-based cosmetics company whose products are developed by dermatologists, is the new Aqua-In-Derm Super-Essence. This beauty lotion is for post face-washing, and it serves as a pre-moisturizing toner that is both safe and easy to use as part of daily skin care. In comparison to skin not using this product, it helps to create paths for penetration of up to

an amazing 300% of the ingredients that follow.

Aqua-In-Derm Super-Essence is formulated with In-Derm Force ingredients which soften dead cells, as well as with water containing eight different electrically charged amino acids (components of natural moisturizing factor), PCA-Na, and mining soft-downed minerals. The three-penetration systems employed by Aqua-In-Derm Super-Essence allow large-scale penetration of valuable constituents.

This product is recommended for consumers whose skin lacks vitality, whose current skin care regimen is not effective or those who just want to improve the quality of their skin care routine.

Dr. Ci:Labo | www.dr-cilabo.com



By employing electrical pulsations, components which were unable to effectively penetrate previous skin care products can now be introduced into the skin. In addition, Aqua-In-Derm Super-Essence can minimize new damaged skin cells and enhance skin recovery.

BEAUTY

Mist Technol- ogy Improves Hair Services

Every stylist knows that in hair care, the rest of all beauty is healthy hair. Hair stylists and salon owners alike can anticipate a new hair treatment machine, by world leader in salon and spa design, equipment and manufacturer, TAKARA BELMONT CORPORATION. Their latest, Spa Mist II is a head spa and treatment apparatus that uses a soft, microscopic mist to penetrate the scalp and hair. While

not a recent concept, the use of mist may appear new to the U.S., where steamed hair massages but it is growing in popularity and a perfect pairing for Head Spa treatments.

Spa Mist II features an ultrasonic transducer that generates a fine mist of microscopic water particles where both quantity and temperature can be finely controlled for the best treatment and relaxation experience. Moisture and heat opens up pores to clean the scalp, and achieves healthier beautiful hair. In addition to services such as head spas, hair treatments and hair care, the use of mist also helps coloring dye to penetrate the hair as fast longer as well as makes curls more defined in a shorter amount of time, allowing salons to offer more meaningful services to their clients.

Spa Mist II is a perfect combination with Takara Belmont's RSII shampoo chair, featuring a bowl design ideal for shampoo. Spa Mist II is being introduced in salons in the NY area.



Spa Mist II generates a fine mist of microscopic water particles that have tremendous power for hair treatments, coloring, perms as well as head spa. Shown: synergistic effect of RSII shampoo chair multiplies the relaxation when it's used with Spa Mist II.

Spa Mist II is highly functional yet compact. (Right) Mist fills the cup and delivers the hair with moisture and moisture warmth. (Right)

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BOOK

Interactive
Kids Book:
Things to Do
with Domo

Don't you know Domo-kun? If you haven't already, you're sure to recognize this funny, squishy beige creature with a nose-toothed grin. Domo-kun first appeared as a mascot for Japanese public broadcaster NHK as a series of stop-motion sketches, and is a cartoon that has gained popularity in the US with the English version airing on Nickelodeon. As if toys, clothes and accessories weren't enough, this beloved international phenomenon now has his own fun and interactive activity book dedicated to all things Domo. *Things to Do with Domo*. Enjoy sixteen colorful spreads of Domo activities created from hand-drawn craft projects like Domo coloring, Domo bento boxes, Domo costumes and more. Also comes with Domo-themed temporary tattoos, Domo cubes and Domo stencil sheet included.



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SHOP

The 6th and 7th
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March followed by a 2nd store in Westchester's Ridge Hill in Yonkers in April. "Drawing on such a strong dedicated fan base from our Manhattan flagship stores it was a natural progression to look further out into the Tri-State area for our next location," said Shin Osaki, Group Officer of East Retailing Group, U.S. of UNIQLO USA.

UNIQLO, acknowledged for winter materials such as affordable coats, light and warm flannels, innovative HEATTECH and Ultra Light Down, is now shifting gear toward spring/summer seasons with lines perfectly fit for the time. A colorful palette of Ultra Stretch denim and Premium Linen is currently catching everyone's eye, and UT, a UNIQLO printed T-shirt collection is a collaboration with renowned artists, designers, comic characters and manga/animation, inspiring army fashion followers. Particularly, their original summer fabric, AIRism, offered in tanks, polos and T-shirts will blow your mind with its exceptional cooling and drying effects.

In line with their "Made for All" philosophy, each store carries an array of men's, women's, kids and babies collections to cater to local customers. At the opening day of the Palisades Center location, store manager Francis Spengel said, "The Rockland County we're located in is very family oriented and this will not only offer a shopping experience but also entertainment, which is a day for the family. So it's perfect for UNIQLO." Casual clothing for all family members are now offered at UNIQLO.



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TRAVEL AROUND JAPAN

Hottest Events and Destinations This Summer and Fall

Although Tokyo, Kyoto and Osaka are some of the most popular tourist destinations in Japan, there is more to see and explore with unique, diversified regional features. Here Chopsticks NY offers some of the must-see events and destinations this summer/fall travel season.

JAPAN ON WHEELS — AN INTERVIEW WITH CHARLES R. SCOTT

Charles R. Scott is an adventurer and author of *Rising Son*, a travelogue about a 2,500-mile long father-and-son bike-ride trip around Japan. An interview with him provides useful trip tips and insightful observations about Japan.



Hottest Events and Destinations This Summer and Fall



Offering a compact blend of pop culture, high tech infrastructure, historic landmarks and amazing foods, Tokyo, Kyoto and Osaka are some of the most popular foreign tourist destinations in Japan. However, there are a lot more places that can provide you with deep travel experiences and areas to explore throughout Japan. Here Chopsticks NY introduces must-see events and destinations this summer/fall travel season.

Summer is the season during which regional festivals (festivals) in Japan abound. Naturally, it's the best time for tourists to get a sense of the Japanese culture and feel its energy. Each region has developed different styles according to its local culture, but many of the summer festivals in Japan are related to a-bon (the Buddhist bon festival) that honors the spirits of one's ancestors' customs and share some similarities. During the abon season, a short period of time in the late summer, people welcome and bid goodbye to their ancestral spirits by lighting fires. Therefore, at festivals the Japanese make use of lanterns and fire to be visible at night.

Some notable examples are the **Nobuta Matsuri** in Aomori, the **Kanto Matsuri** in Akita, and the **Gozne Okazaki** in Kyoto, which all take place in August. Aomori's Nobuta is famous for having a parade of more than 20 large, dynamic lantern floats that depict fighting scenes. Each float is accompanied by "floaters" dancers who dance wildly to unique "ohayashi" festival music. The Nobuta attracts 4 million spectators every year. Akita's Kanto also features lanterns, but this one features long poles with 48 lanterns arranged to resemble ears of rice. Each pole, which weighs 110 pounds, must be borne by one man and he needs to cultivate skills to be able to balance it on his shoulders, hips and hands. The Kanto Festival has 1 million attendees. At Kyoto's Gozne Okazaki, also known as Gionji, five big bonfires are lit on the mountains of the city. Starting at 8 pm each bonfire is lit up one by one and takes the shape of a different Japanese character, providing a spectacular view. Prior to the Gozne Okazaki Kyoto also attracts a lot of tourists in July with its lively Gion Matsuri, a parade of gorgeous floats.



If looking at the hot destinations the areas surrounding the Seto Inland Sea (Seto Inland Sea) are gaining particular attention this year. The highlight is the **Seisonki Triennale 2012**,

a large scale international art festival taking place on 12 islands in the Seto Inland Sea. This includes a famous art site, Naoshima, as well as Tokonotsu City in Kagawa Prefecture and Uno Port in Okayama Prefecture. As its name indicates the Triennale encompasses three seasons: spring (March 20-April 24), summer (July 20-September 1), and fall (October 5-November 4), and each season showcases artwork and events from over 200 artists from 22 countries and regions. During those periods the 12 small islands themselves are turned into art, and visitors can become completely immersed in this unique environment where art and nature become one. Although the spring portion is over, there is much more to see during the rest of the year. The recently opened Ando Museum in Naoshima, a project by world renowned architect Tadao Ando, is an ongoing must-visit. Designed out of a renovated 100-year old private house, this museum allows visitors to enjoy its artwork along with the natural light coming in through the openings and slits which have been artistically arranged.

If you would like to visit the Triennale summer portion, you should head a quarter of a mile south and enjoy the **Awa Ogi Oni Dance Festival** in Takamatsu Prefecture. A festival dance parade taking place from August 12-15 attracts over 1.3 million tourists. If you choose the fall portion, you should head west and drop by the **Sake Matsuri** in Higashi Hiroshima City. Observed on October 12-13 this year, it is the 2nd annual festival offering local and local food tastings, live performances, parades and events, as well as tours of new neighborhood breweries.



Whether you are a first time traveler to Japan or a repeat visitor, all of these destinations will never fail to amaze you. They are also great introductions to real life in Japan.

Like
New York Festival
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JAPAN ON WHEELS



According to Charles R. Scott, author of *Rising Son*, the best way to see Japan is by bicycle. He and his eight-year-old son, Sha, spent sixty-seven days exploring the country from north to south under the power of their own two legs. From this unique adventure they gathered information and experiences useful to all trip planners be it a family of four or a solo adventurer. *Chopsticks NY* sat down with Charles to get his insights.



Charles R. Scott and his eight-year-old son, Sha, with their bicycles on the Inuyama Road, the 11-mile route connecting the Inuyama and Shikoku mountains. The Inuyama Road is a scenic overlook and a popular route for cyclists.

What are the particular challenges and rewards for a foreigner traveling through Japan by bicycle?

Japan is an excellent country to experience on a bike. The infrastructure for bicycles in the cities is great. Kyoto is one of the best because there are so many things to see and the riding isn't strenuous. The rugged Shikoku Peninsula in Matsuyama is an adventurous cyclist's paradise. Like most destinations, weather can be a challenge. Also speaking some of the language makes it easier to get by, but Japanese people are always willing to help a traveler even if they don't speak English.

Were there any events that caught you off guard or forced you to change your plans?

Because we were on bikes, I didn't make reservations in advance and I kept underestimating how long it would take us to travel from one place to the next, which resulted in some surprises. For example, Awa Odori is the largest dance festival in Japan. It's 300 hundred years old and lasts three days, most visitors book accommodations several months ahead. She and I didn't know anything about it until we were already on the ferry to Tokushima where the festival takes place. With a lot of luck we were able to find an available room right in the middle of everything! Another time there was a massive storm so we were trying to cycle through. I ended up having to force a resort to let us camp on the grounds.

As a parent, were there any difficult cultural incidents Sha was exposed to during your trip?

While visiting with a friend, he overheard mention of the North Korean kidnappings that occurred in the 1970's and 80's. He was clearly affected when he heard that one woman, Megumi, who was probably

abducted in order to teach Japanese to North Koreans. We also visited the war museum in Hiroshima. We saw the effects of a bomb hitting a city. As a father holding a son's hand, it was very difficult for me.

What are some of the must-do activities?

Visiting an onsen is a definite and if you don't try the local cuisine, you're missing a whole lot. Eat fresh seafood and is a favorite of mine. Of course visit Tokyo and Kyoto. In those places you should try staying in a capsule hotel and a ryokan. Also visit Tsukiji fish market. Leave the cities and try Nikko, Hakone or Kamakura. A lot of foreigners are starting to visit Mount Kyoto, which is the center of Shingon Buddhism. They stay in old temples and experience the life of a monk. Climbing bikes and cycling the five bridges of the Shimane Kaido from Shikoku to Honshu is also hugely popular.

Do you have any travel tips for those who are planning to travel to Japan?

Go around by bicycle. Instead of staying and eating in nice hotels, follow the salary men, they know the best and least expensive places to eat. Hotel choices designed for them are another thrifty option. Get a map of nichu no eki, which is a network of small stations across Japan. They often have places to sleep, onsen, food for sale and great information for travelers. Visit in April for cherry blossoms and the summer is fantastic for fireworks.

Charles R. Scott is a writer and entrepreneur living in New York City with his wife and two children. He has traveled to forty countries and lived in Japan for two years. He and his journey with Sha in 2009 by his completed twelve trips with his two children to Iceland, Germany, Switzerland and France. After leaving a long career in hotel Corporation in 2011, Scott decided to focus his time writing, speaking and consulting on business challenges related to entrepreneurship. In 2008 Charles and Sha were named Outside Heroes by the United Nations.



It's amazing about a 7,500-mile long father-and-son bike ride trip around Japan by Mr. Scott and his son.

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(Recognized by UNESCO in 2004)

The Kii Mountains stretch over three prefectures—Mie, Nara and Wakayama—and the three sacred sites in the area are connected by pilgrimage routes that lead to the sacred capitals of Nara and Kyoto. One of the three sacred sites, the Yoshino and Omuro area, has many mountains and rivers in the sacred center of Shugan-do, the Japanese religion that combines Shintoism, Buddhism, Taoism, and mountain worship. Another site, Kumano Sanzan, is the head shrine of 3,000 shrines known as the Kumano Jaku Shrine.

Koyu-san, another site, is the deep forest where Kangaishi Temple, the head temple of Shugan-do, is located. The World Heritage Sites have experienced a resurgence in the development of Japan's religious culture over the thousand years.

Photo courtesy of Kii Pilgrimage Association
<http://www.kiipilgrimage.com/>





KOTO: A TRADITIONAL MUSIC INSTRUMENT REINVENTING ITSELF



Fingers swiftly running along the strings, body delicately swaying with notes, eyes alert supervising the scene like a conductor, koto is an instrument which embraces all senses. Imported from China during the 7th century, koto has since become an emblematic Japanese musical instrument. Its long hollow structure made of paulownia wood and traditionally mounted by 13 silk strings falls into the zither family. It was initially played at the Chinese imperial court and then adopted by the mission monks in Buddhist temples. Its popularity developed outside of the religious circles and ultimately became one of the prominent symbols of Japan.

I was extremely excited when Masaya Ishiguro, a master koto player based in New York, offered to guide me through the initial basic steps of koto playing. Koto players give a full knowledge of their instrument at every session. Before starting to play, the musician sets 13 plastic bridges "ji" under each string at various positions. These bridges along with an electronic tuner allow the musician to tune his instrument depending on which piece he intends to play. The basic tuning of the koto is called *happo jishi*.

While playing, the musician may need to slide bridges to create new tunings for various parts of the piece, particularly for contemporary scores. Ishiguro explains, "Nothing is preset in koto. The musician has to create the sound." Ishiguro agrees and I agreed that a piece such as the famous "Sakura" would be ideal to spark my musical senses.

The music sheet is unlike any western composition. 13 *kyōji*, from the number 1 to the number 13, are laid out from top to bottom, and right to left. Each number corresponds to a string on the koto and additional characters indicate unusual tempo and pauses in the melody.

The musician's right arm is positioned as an L shape with fingers landing on the extreme right side of the strings. The strings are plucked with three ivory plectra called "bachi" attached to the thumb, index and middle finger. The shape of the frame depends on the koto school the musician learned from. Ishiguro senses places the frame on my fingers and I already feel like a pro! Seated behind the instrument I take a deep breath and hope that the Japanese

music master guides me. I surprisingly manage to correctly hit the first few notes but the victory is short-lived. As the melody becomes more complex, I understand that the art of koto is only seemingly simple. Many exceptions to the rules come into play. For example, the sonority of a note can be modified with the left hand by strongly holding the string down while it is plucked.

Ishiguro has learned traditional Japanese scores since childhood. In New York, she experiments with more contemporary pieces, merging jazz elements, improvisations and modern instruments' ensemble to her techniques and concepts. She believes that the full expression of koto is better transmitted with modern elements added to the traditional art.

The future of koto will undoubtedly be shaped by the newer generations of musicians who find a balance between the ancient art and its contemporary adaptations. But the canon thereof guiding them all remains the same: giving the audience the widest and most exciting range of musical emotions.

—Reported by Redi Berdik-Gwee

Masaya Ishiguro at Koto/Koto Academy New York

Import scores of her private scores by appointment only
www.kotokoto.com
masayaishiguro@gmail.com



▲ Ishiguro invited and the koto masterclasses here in the metropolitan museum hall and cultural events.



▲ The koto player's posture is very important to achieve clear and strong sound for the instrument.

▲ The choice of the frame differs depending on the school involved. KOTO academy plays with square-shaped frame (pictured) while KOTO/MA uses a triangular one.



▲ Scores use an additional form which means that the characters are written into a table and in empty space is filled with the notes in the rhythm.

summer programs that brush up your skills

New Yorkers have just started enjoying spring weather, and it's getting warmer day by day. This means it is the time to plan ahead for summer. Chopsticks NY introduces summer programs, camps and classes that will help you brush up your skills and expand your knowledge.

featured schools

Keio Academy of New York

– Spend Summer in an Intensive, Cross-Cultural Program

Language House

– Perfectly Addressing Students' Japanese Needs

Spend Summer in an Intensive, Cross-Cultural Program Keio Academy of New York

Youngsters love the ability to absorb everything and the excitement they are immersed in is critically important. Keio Academy of New York, the leading school for bilingual/bicultural education offers the ideal summer program for students who seek cross cultural experiences.

Open to middle and high school students, Keio Academy of New York US-JAPAN Summer Cultural Experience 2013 provides the perfect setting for learning Japanese/English, offering students hands-on video production experience and a sense of community as well as opportunities to recognize, explore and express their unique skills, strengths and

perspectives. In this intensive two-week program from July 23 to August 2, participants will work on digital media productions in small groups led by DCTV, a NY-based media company. Through the program, participants will enhance their cross-cultural understanding and improve their communication skills by having both English and Japanese native speakers working together on group activities. Participants will take English as a Second Language (ESL) or Japanese as a Second Language (JSL) classes as well as two elective classes including ESL through Photography, American Pop Culture, English Through Music and United States and Japanese Government.

Since its inception in 2008, this summer program has been thriving. This year there are more language-focused classes such as Creative Writing and TOEFL Preparation, and more athletic activities, including a Tennis Workshop. This summer at Keio is sure to be exceptional and memorable.



Keio Academy of New York Summer Program Administration Office
3 College Road, Purchase, NY 10577
TEL: 914 791-9454 | www.keio.edu/english/summerprogram

Students' Voice

"Totally enjoyed the two weeks that I spent at Keio. I made many friends who live in both Japan and America and this camp encouraged me to learn more Japanese and eventually hopefully become bilingual."

"Keio Bilingual Summer Program was really a fantastic experience to have during the marvelous summer break. This camp is definitely impossible to forget. All my friends I made, the memories we had, will always be at Keio. This camp was two weeks of action and a learning experience that I will never for a second, forget."

Parent's Voice

"The most important fact about the Keio Bilingual Summer Program is that all participants are equal. The program is organized with a really great balance between American and Japanese cultures."



KEIO ACADEMY of NEW YORK US-JAPAN Summer Cultural Experience

■ **Dates:** July 23 (Sun) – August 2 (Sat) 2013

■ **Highlights:** Cultural Exchange with students from Japan, Video Production Workshop focusing on various neighborhoods of New York City, Japanese Language Classes (all levels), beginners to advanced, Elective Classes (Japanese History, Current Affairs and Arts & Culture etc), Hands-on Cultural Experience (Japanese noodle "sushi-making", martial arts workshops, line dancing and ballroom, and much more), Sports Activities, and Field Trips.

■ **Participants:** 90 Participants (Residential Program) (A limited number of day student slots are available)

■ **Ages:** Middle & High School Students

■ **Program Fees:** \$3,000 residence, \$2,400 day student. Financial aid available, please inquire. The above fee applies to native English Language speakers.

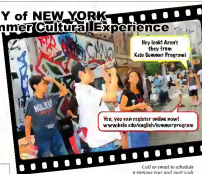


**RSVP and
Contact
Information**

KEIO ACADEMY of NEW YORK
Summer Program Administration Office

3 College Road, Purchase, NY 10577
Tel: 914-791-9454

Email: kennsawar@keio.edu
<http://www.keio.edu/english/summerprogram>



Call or email to schedule a campus tour and meet with a Summer Program Representative

Perfectly Addressing Students' Japanese Needs Language House

Japanese language school Language House celebrates its 10th anniversary this year and President Mayumi Nishida has been there since the start. Her school offers many unique classes to help those who have some experience with the language, among them literature, movie, business and Japanese Heritage courses.

A particular focus is the aptitude examination class for the Japanese Language Proficiency Test (JLPT). This year a class for N2, the highest level of the test, has been added to the existing N2-A4 classes. With more than 70 students, teachers can identify students' respective weak points and

help them work on them, and this individual attention is the course's distinguishing feature. Nishida says that many JLPT students are Americans who have lived in Japan. They have no problem with listening, but are less skilled at reading and have limited vocabularies. The course is composed of 10 classes of two hours each. The first session runs from June to August, followed by a second round from September to December. Nishida encourages students to join starting from the early classes to give themselves the best chance of preparation possible.

Another notable Language House offering is its intensive summer course for high school students. It will begin the Monday after July 4th, running for 3 weeks with two-hour daily weekday classes. Students encountering Japanese for the first time will be placed in L1, and L2 is for those who have already learned Japanese in some form. Small-size classes of 4-5 will allow for an abundance of spurring time to work on conversation.

Language House truly tailors its classes to its students' needs, providing flexible private lessons as well as Skype sessions for those who can't make it in person.

Students Voice

I entered the Experiment in International Living's Japan program figuring it would be a good way to get interested in the culture. The instructor at Language House made learning the language easy and fun and I truly had a wonderful time. I learned a great deal of the language and put my knowledge to use in Japan.

—Tom S., High school student

I was looking for a school which could help me study JLPT N2 more systematically. The instructor at Language House guided us from vocabulary and grammar to reading. We practiced with many of final exams, when each exam the instructor would explain them on week. Thanks to this course, I was able to pass the N2 exam and I'm trying for N1 this year. In order to pass that too, I decided to participate in the N1 prep class this June.

—Shelly L., Japanese company intern / university student

Language House

211 E. 43rd St., 3rd, 2nd & 3rd Ave. | #106 New York, NY 10017
TEL: 212-649-5455 | www.languagehouse-nyc.com

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- Summer Program for High School Students in July
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Language House www.languagehouse-nyc.com

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| 262-506-0252 | |

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| MARTIAL ARTS | | |
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| Indraprastha St. (nearside) In & Outpost St I 476-071 0702 | | Aikido |
| Uppin/West | Kaikarshi Budo Institute | |
| 222 West of 4th Street, Ste 202-101 S I 213-691-0707 | | Judo |

Upper West **Electrerya Mizubayashi**
[11 W. Chel St. Cheltenham & Emswiler] **Kenya**
[11405-0000]

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| Uppon West | Shutoku Kenate-Go NY |
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| Upper West | LWS Kwakwaka Karate* | |
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| 252 25th Ave | | |

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| Upper Level | Artistic Shells Dept |
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| 193 726-0300 | |

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| Table 1 | | Dual Audio Chair ^a |
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Registration Deadline: June 7th (Fri)

Contact: Camp Director Akiko Yoshida 716-309-1046 / akiko277@yahoo.com
Japanese American United Church 212-243-9944 / info@jauc.com
Public Relations Janis Ide 212-945-6363 / yennote@aol.com

Camp Introductory Meetings (説明会)

Apr. 27th (Sat) 10am - @Jain Japanese Church of Westchester
May 4th (Sat) 10am - @Japanese American United Church Manhattan
May 11th (Sat) 10am - @Jewish Presbyterian Church NJ
May 18th (Sat) 10am - @Japanese United Church of Greenwich

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**JAPAN
POP QUIZ**

Sumo wrestlers are called sekitori. What is the highest title a sekitori can earn?

☐ A Ozeki
☐ B Yokozuna
☐ C Juryo
☐ D Komusubi

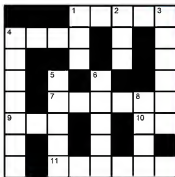
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Japanese CROSSWORD

Across

1. When mailing a letter or postcard, you need a _____ (stamp)
 4. The 2nd Sunday of May is _____ no Hi (Mother's Day)
 7. In this season, we should be careful to prevent _____ (scurvy)
 9. _____ means "arts" in Japanese
 10. Japanese read kanji (Chinese characters) in two ways: KANJI-yomi (Japanese style) and _____ yomi (Chinese style)
 11. Traditional woodblock prints popularized during the Edo Period are known as _____

Down

1. You brush your teeth and wash your _____ (face) in the morning
 2. A type of ramen soup made of pork bone is called _____ (tsuyu)
 3. _____ (onigiri) bento bread is eaten anytime featuring local specialties
 4. People describe the way of women in Kyoto as _____
 5. _____ means "luck" in Japanese
 6. The onomatopoeic word for "tattoo" is _____
 8. _____ is a flat Japanese carp



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Change Your Hair as You Do a Dress

Beauty Interview: Atsushi Miwa of Dress Salon

What's the concept of your Salon?

I named the salon Dress Salon because I think of hair styles as an extension of fashion in the sense that just as often as you change your clothes, you can change your hair and I feel that one should enjoy different hairstyles too. When I first came to NY I noticed that New Yorkers aren't as adventurous in that sense, and I really felt people should play more with their hair, so I wanted to promote that in my own salon.

Tell us about the services you have and what your personal specialty is?

We have everything from cut, color, perms, you name it, but I guess you can say what we are known for is the digital perm and straight perm. My favorite thing to do is short hair. I feel that there is just much more variety and potential for creativity with short hair. I am also a make-up artist and we have a nail salon called Nails

Nails downstairs specializing in nail art.

Can you share with us your personal beauty and health philosophy?

I believe that beauty comes from within. I avoid using chemicals and products that are not natural. Considering what you get on your body is important because it ends up in your system. In the same sense I believe that everything we take in our body affects our beauty so food is very important too. I try to get my produce from Green Markets. And of course exercise. My thing is to jog.

What can readers do to protect their hair in anticipation of warmer weather?

The warmer air and the sun will definitely dry out your hair so you want to protect your hair from that by using oils and lotions.



"Styling my clients and doing Japanese clients seems to go to the digital perms while coloring is more popular among non-Japanese," says Mr. Miwa.



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| 201-455-8020 | |
| New Jersey | Micha Beauty Salon |
| 633 River St. Edgewater, NJ 07020 | \$30 |
| 201-991-4021 | |
| New Jersey | Solara Salon* |
| 140 Morris St. Easton, NJ 07829 | \$40 |
| 201-724-6244 | |
| New Jersey | Solara Salon |
| 1417 Edison Ave. Easton, NJ 07829 | \$30 |
| 201-340-4021 | |
| New Jersey | Toni Hair Supreme* |
| 560 Lewis Ave. Easton, NJ 07829 | \$45 |
| 201-451-3021 | |
| SPA | |
| Upper Merion | Salon de Tokyo* |
| 22816 175th St. #209 | \$30 |
| 212-769-0121 | |
| Midtown West | Nikon Day Spa |
| 10 W 34th St. 10/F. East. New York, NY | \$60 |
| 212-697-9722 | |
| Midtown West | Pasadena SPA |
| 143 W. 28th St. East. New York, NY | \$70 |
| 866-722-1742 | |
| Midtown West | SHOGUN New York |
| 716 W 14th St. 4/F. East. New York, NY | \$75 |
| 212-644-7426 | |
| Midtown East | Hana Day Spa* |
| 200 E 59th St. East. New York, NY | \$120 |
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| Midtown East | MOONFLOWER SPA* |
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| 212-473-6729 | |
| Midtown East | Spa Merlot |
| 1241 2nd Ave. East. New York, NY | \$60 |
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| Rock Town | Aura Wellness Spa |
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| Korea Town | YEA SOM HOUSE* |
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| 212-324-7424 | |
| Chelsea | Easy Lashes Hair Removal* |
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| Chelsea | Supple Skin |
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| 212-675-6887 | |

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| East Village | TAKADA Skincare |
| 200 E. 10th St. East. New York, NY | \$30 |
| 212-455-9336 | |
| Lower East | Cosmos Beauty Center |
| 121 10th St. East. New York, NY | \$75 |
| 212-693-3766 | |
| Lower East | Facial Spa |
| 100 E. Canal St. East. New York, NY | \$30 |
| 212-624-0174 | |
| Lower East | KISS BEAUTY SPA |
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| Lower East | Spring Thyme Wellness Spa |
| 40 W 14th St. #101 East. New York, NY | \$60 |
| 212-461-4513 | |
| Chelsea | Salon de Jorjane* |
| 174 W 14th St. East. New York, NY | \$60 |
| 212-693-4024 | |

| | |
|--|--------------------------|
| Queens | Spa Castle |
| 124-10 71st Ave. College Point, NY 11358 | \$20 |
| 718-635-6330 | |
| Westchester | Salon de Jorjane* |
| 25 Lake St. West. New York, NY 10500 | \$60 |
| 914-844-4024 | |
| New Jersey | Hana Day Spa |
| 45 Hudson Ave. Ridgewood, NJ 07070 | \$10 |
| 201-991-0121 | |
| New Jersey | Kiss SPA Fitness |
| 201 Convent Ave. Princeton, NJ 07901 | \$20 |
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MONO-logue

"Mono" means "thing," "object," or "product" in Japanese, but it also implies that the thing has quality. In this corner, we introduce "mono" that characterize Japan's spirit of constant quality improvement.

Vol. 31 - MONO of the month

Panasonic Facial Ionic Steamer EH2426

As demonstrated in their food and lifestyle, Japanese are quite health conscious, and reflexively they consider healthy skin as an essential part of beauty. To maintain baby soft skin, washing the face properly and moisturizing skin are crucial. An endless array of facial cleansers and moisturizing products remain on the market, but the most recent ones have been introduced, but the most recent ones fall on the innovative skincare product for home use: the ionic steamer. Facial Ionic Steamer EH2426 is the latest model of this type in the U.S., which is produced by Panasonic, world's leading home electronics company with a 58-year history.

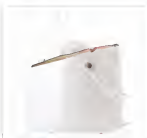
The Panasonic Facial Ionic Steamer EH2426 emits nanoparticles: an steam about 1/1000 the size of ordinary steam, significantly smaller than the other standard steamers, which enables liquid to penetrate into deeper layers of skin. As a result, you can remove makeup, dirt, and excess oil and moisturize skin far more effectively. Also, the steam helps promote skin firmness and elasticity with one user stating that, "Even from the first use, my skin becomes more supple to the touch and looked even until the next day." Not only that, the nano-sized steam contains platinum, often used as an anti-aging ingredient in cosmetics as it has antioxidant properties. Users have claimed to see wrinkles around the eyes and mouth reduced.

Though Japan technology seems to be able to realize anything, it was not an easy task to develop this innovative beauty device and Panasonic went through some difficulties. For example, in order for the steam to become nano sized, a high-voltage Platinum electrode is applied to the steam, and the nano-sized steam results in containing even smaller nano-sized platinum particles. Mak-

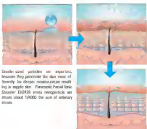
ing the device smaller for home use, designing the system to emit steam continuously and smoothly, keeping the body color white with the safe inflammable material, etc. were all obstacles in development.

Once started, the Panasonic Facial Ionic Steamer EH2426 releases steam within 30 seconds and can be delivered for about 11 minutes. The suggested best way to use it is, simply steam the face for just 2-3 minutes to remove make up and wash the face. The Facial Ionic Steamer allows cleansers to mix thoroughly with the skin, and the steam allows dirt to easily be removed. Then, steam for 5-8 minutes and the nano-sized steam penetrates deep into the layers of the skin to increase moisture and lock it in. Finish with usual moisturizing care by applying creams and lotions. Moisturizing and cleaning skin has never been more effective and easier.

Facial steamers are not only for deep cleansing and moisturizing but also great for clearing sinuses, opening up the pores, hydrating skin, relaxing muscles and improving circulation. One user of Facial Ionic Steamer EH2426 comments, "It aches and brightens up my skin. I love the way it gives a softer experience easily. I will share it with my husband." Regenerate your skin and relax at the same time with this advanced skincare device.



With Japanese high technology, you need to know how to use it at a fraction of the price while enjoying the convenience of having a facial in the comfort of your own home.



Nano-sized particles are superior, because they penetrate the skin more effectively. In doing so, moisture can result in supple skin. Panasonic Facial Ionic Steamer EH2426 emits nanoparticles as small as 1/1000 the size of ordinary steam.

Panasonic North America
www.panasonic.com/us/home
www.panasonic.com/consumers/beauty/index.asp
(For Panasonic Beauty products)

Panasonic Experience Shop
1611 Ross Rd.
Overland Park, KS 66209
913.291.8847



Health Guide

Recommended treatment prices are not listed. Alternative prices in indicated under description.

- ✓ Copay and MRG at www.chopstickny.com
- ✓ Chiropractic not available to pick up

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Upper West Your True Self
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Midtown West De-ja Center
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| Upper East 175 East 9th St (bet 5th & Hudson Ave) 212-685-1223 | Charles K. Leving* Cosmetic Surgery |
| Midtown West 300 W 42nd St 402 (bet 38th & 42nd Ave) (212) 696-0281 | Ankles Medical Health Care General Dent |
| Midtown West 100 W 42nd St 1019 (bet 38th & 42nd Ave) 212-675-6000 | Nelson Medical Group General Dent |
| Midtown East 171 E 57th St (bet 5th & 6th Ave) 212-265-0207 | Marugo Fujiwara PhD Psych counsel |
| Midtown East 171 E 57th St (bet 5th & 6th Ave) 212-265-0207 | Chiropractic Center* Chiropractic counsel |
| Midtown East 171 E 57th St (bet 5th & 6th Ave) 212-265-0207 | Japanese Medical Practice General Dent |
| Midtown East 171 E 57th St (bet 5th & 6th Ave) 212-265-0207 | Midtown Dental Group General Dent |
| Midtown East 171 E 57th St (bet 5th & 6th Ave) 212-265-0207 | Heritage Medical General Dent |

| | |
|---|--|
| Chelsea 284 W 14th St (bet 14th & 15th Ave) 212-252-0000 | Haruna Rhyuon SW General Dent |
| New Jersey 705 Route 202 (bet 202 & 203 Ave) 201-982-1000 | Edgewater Family Care Center General Dent |
| New Jersey 100 W 14th St 200 (bet 14th & 15th Ave) 201-982-1000 | Japanese Women's Center General Dent |
| New Jersey 200 W 14th St 200 (bet 14th & 15th Ave) 201-982-1000 | New Jersey Clinic General Dent |

CHIROPRACTIC

| | |
|---|--|
| Upper East 171 E 57th St (bet 5th & 6th Ave) 212-265-0207 | Coco Chiropractic* Chiropractic counsel |
|---|--|

OTHER

| | |
|---|--|
| Midtown East 171 E 57th St (bet 5th & 6th Ave) 212-265-0207 | Pilaf Thai Massage Thai Massage |
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Blade material: Special Swedish steel
Handle: Ebony
Gears with lacquered sheath

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Shop Guide

The following is a list of shops where you can buy Japanese goods, services and etc.

- Coupon available at www.chopstickny.com
- Chopsticks NY website is pick-up

FASHION

| | |
|---|---|
| Upper West 480 Broadway Ave. (bet 75th & 100th St.) 212-224-1412 | Don's Koko* Clothing |
| Upper East 1117 Park St. (bet 88th & 90th Ave.) 212-224-6445 | R by 45rpm Clothing |
| Upper East 1340 68th Ave. (bet 120th & 124th St.) 212-224-6175 | Seige Accessories Accessories |
| Upper East 1341 68th Ave. (bet 120th & 124th St.) 212-224-6175 | SEIGE UNDERWEAR Accessories |
| Midtown West 28 W 38th St. (bet 34th & 40th Ave.) 212-449-4218 | UNIQLO Clothing |
| Midtown West 602 5th Ave. (bet 42nd & 44th St.) 212-449-4218 | UNIQLO Clothing |
| Midtown East 1030 3rd Ave. (bet Rockefeller) + + | Miki House Clothing |

| | |
|--|--|
| Chelsea 294 8th Ave. (bet 28th & 29th St.) 212-204-0400 | Jewels Yoshioka Clothing |
| Gramercy 44 Madison Ave. (bet 17th & 20th St.) 212-204-0223 | Draculino New York* Clothing |
| West Village 261 1/2 Avenue St. (bet Christopher St. & Bond St.) 212-203-1032 | Yonaka Clothing |
| East Village 427 E 10th St. (bet 1st & 2nd Ave.) 212-462-7139 | ARCORY Clothing |
| East Village 261 E 10th St. (bet 1st & 2nd Ave.) 212-462-1547 | Healthier Life Clothing |
| East Village 289 E 9th St. (bet 1st & 2nd Ave.) 212-271-3912 | Local Clothing Clothing |
| East Village 338 E 9th St. (bet 1st & 2nd Ave.) 212-254-6943 | Taken 3* Clothing |
| East Village 364 E 10th St. (bet 1st & 2nd Ave.) 212-424-0231 | Takayo Jase Clothing |
| Chelsea 225 Greenwich St. (bet Marcy St. & Duane St.) 212-421-4493 | Don's Koko Tribeca Clothing |
| Chelsea 80 Fulton St. (bet 7th & 8th Ave.) 212-464-2717 | Miki Institute Clothing |
| SoHo 218 W. Houston St. (bet Nassau St. & W. Houston St.) 212-438-1101 | Art's Accessories |

| | |
|---|--|
| SoHo 211 E. 10th St. (bet 1st Ave. & Spring St.) 212-441-4378 | Draculino New York* Clothing |
| SoHo 104 Canal St. (bet Mercer St.) 449-473-1055 | Facel Index Eyewear |
| SoHo 111 W. Houston St. (bet Nassau St. & W. Houston St.) 212-261-7139 | Kawaii Closet Clothing |
| SoHo 43 Thompson St. (bet 3rd & 4th Ave.) 212-439-1524 | Musko Mintz Clothing |
| SoHo 141 Mercer St. (bet Prince St. & Houston St.) 212-221-4095 | R by 45rpm Clothing |
| SoHo 549 Broadway (bet 11th & 12th St.) 212-224-4758 | UNIQLO Clothing |
| SoHo 125 Canal St. (bet Mercer St.) 212-441-4758 | Yelp Yummies Clothing |
| Chelsea 135-137 Ave. (bet 29th St. & 31st St.) 212-441-4758 | Draculino New York* Clothing |
| Lower Manhattan 408 Hudson Ave. (bet Hudson St. & 12th St.) 212-441-4758 | Miki House Clothing |
| New Jersey 1 Garden State Pl. (between NJ 201 & NJ 440) 853-445-4758 | UNIQLO Clothing |

* Chopsticks NY available to pick up

J-POP CULTURE

| | |
|---|---|
| Midtown West 43 W 43rd St. (bet 34th & 40th Ave.) 212-449-1524 | Book DB* Book |
| Midtown West 437 West St. (bet 10th Ave. & 11th Ave.) 212-264-1261 | Jun: Rensby's Universe* Music |
| Midtown West 1070 6th Ave. (bet 34th & 40th St.) 212-449-1524 | Kinkawase Bookstore Book |
| Midtown West 38 W 43rd St. (bet 34th & 40th Ave.) 212-449-1524 | Midnight USA Music |
| Midtown West 289 W 44th St. (bet 34th & 40th St.) 212-224-4758 | Midtown Comics* Music |
| Midtown East 431 Lexington Ave. (bet 42nd St.) 212-264-4758 | Midtown Comics* Music |
| Chelsea 241 W 29th St. (bet 29th & 30th St.) 212-241-0880 | Orange Kawaii* Accessories |

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| | | |
|---------------------------------------|--------------------------------|--|
| East 7 Bays | Porkchop Planet | |
| 188 E 14th Street (bet 1st & 2nd St) | Day | |
| 212-475-3038 | | |
| East 7 Bays | Kim's Vision St. Moritz | |
| 121 1st Ave (bet 1st & 2nd St) | Week | |
| 212-685-7005 | | |
| East 7 Bays | Sunrise Meat | |
| 4 E 14th St (bet 1st & 2nd St) | Week | |
| 212-685-3882 | | |
| East 7 Bays | Top Tokyo* | |
| 51 2nd Ave (bet 1st & 2nd St) | Day | |
| 212-685-7005 | | |
| East 7 Bays | Vision Games New York* | |
| 202 E 14th St (bet 1st & 2nd St) | Week | |
| 212-685-3882 | | |
| Soho | Sunrise Meat, Soho | |
| 484 E 14th St (bet 1st & 2nd St) | Week | |
| 212-685-3882 | | |
| Brooklyn | Zabba Gray* | |
| 188 E 14th St (bet 1st & 2nd St) | Week | |
| 212-685-3882 | | |
| Queens | Anissa Cusato* | |
| 36-21 130th St (bet 130th & 131st St) | Week | |
| 347-400-1228 | | |
| Long Island | Anissa Cusato | |
| 27-10 130th St (bet 130th & 131st St) | Week | |
| 347-400-1228 | | |

TRADITIONAL

| | | |
|----------------------------------|-------------------------------|--|
| Upper East | Sono Japanese Pottery* | |
| 188 E 14th St (bet 1st & 2nd St) | Week | |
| 212-685-3882 | | |

| | | |
|----------------------------------|---------------------------------|--|
| Midtown East | Japanese Culinary Center | |
| 711 3rd Ave (bet 4th & 5th St) | Week | |
| 212-685-3882 | | |
| Midtown East | Musashi Kichiku* | |
| 188 E 14th St (bet 1st & 2nd St) | Week | |
| 212-685-3882 | | |
| Chelsea | KYOTOYA* | |
| 212 E 14th St (bet 1st & 2nd St) | Week | |
| 212-685-3882 | | |
| East 7 Bays | Mokun | |
| 121 1st Ave (bet 1st & 2nd St) | Week | |
| 212-685-3882 | | |
| Chelsea | Katir* | |
| 188 E 14th St (bet 1st & 2nd St) | Week | |
| 212-685-3882 | | |
| Soho | Kanawa House | |
| 188 E 14th St (bet 1st & 2nd St) | Week | |
| 212-685-3882 | | |
| Soho | KITEYA SOHO* | |
| 188 E 14th St (bet 1st & 2nd St) | Week | |
| 212-685-3882 | | |

| | | |
|---------------------------------------|-----------------------------------|--|
| Queens | Sakura Trading | |
| 48-15 130th St (bet 130th & 131st St) | Week | |
| 347-400-1228 | | |
| Westchester | Moss New York | |
| 188 E 14th St (bet 1st & 2nd St) | Week | |
| 212-685-3882 | | |
| Manhattan | Musashi International | |
| 188 E 14th St (bet 1st & 2nd St) | Week | |
| 212-685-3882 | | |
| Queens | J-Life International, Inc. | |
| 188 E 14th St (bet 1st & 2nd St) | Week | |
| 212-685-3882 | | |
| Manhattan | Wahne New York | |
| 188 E 14th St (bet 1st & 2nd St) | Week | |
| 212-685-3882 | | |
| GALLERY | | |
| Queens | Anissa Art Gallery | |
| 188 E 14th St (bet 1st & 2nd St) | Week | |
| 212-685-3882 | | |
| Queens | NYC Art Gallery | |
| 188 E 14th St (bet 1st & 2nd St) | Week | |
| 212-685-3882 | | |
| Queens | Omachi Gallery | |
| 188 E 14th St (bet 1st & 2nd St) | Week | |
| 212-685-3882 | | |

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| Queens | Pr' An | |
| 188 E 14th St (bet 1st & 2nd St) | Week | |
| 212-685-3882 | | |
| Manhattan | Asian American Arts Ctr | |
| 188 E 14th St (bet 1st & 2nd St) | Week | |
| 212-685-3882 | | |
| Manhattan | gallery contemporary | |
| 188 E 14th St (bet 1st & 2nd St) | Week | |
| 212-685-3882 | | |
| OTHER | | |
| Manhattan | Toko Shop NY* | |
| 188 E 14th St (bet 1st & 2nd St) | Week | |
| 212-685-3882 | | |
| Manhattan | Appendix Two | |
| 188 E 14th St (bet 1st & 2nd St) | Week | |
| 212-685-3882 | | |
| Manhattan | Bing May* | |
| 188 E 14th St (bet 1st & 2nd St) | Week | |
| 212-685-3882 | | |
| Manhattan | Humans | |
| 188 E 14th St (bet 1st & 2nd St) | Week | |
| 212-685-3882 | | |
| Queens | MO Japan | |
| 188 E 14th St (bet 1st & 2nd St) | Week | |
| 212-685-3882 | | |
| Queens | J-Pottery | |
| 188 E 14th St (bet 1st & 2nd St) | Week | |
| 212-685-3882 | | |
| Queens | LUPICIA Fruit Tea | |
| 188 E 14th St (bet 1st & 2nd St) | Week | |
| 212-685-3882 | | |



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Let's Eat the Season ~Spinach~

In the U.S., the peak season for fresh spinach begins in March and continues through May and then picks up again from September through October. Now is the perfect time to enjoy sweeter and more nutritious spinach. Rich in carotene, vitamin C, and iron and easy to digest, spinach is the perfect energy-boosting vegetable. In Japan, people eat spinach boiled, sautéed,

and in soups and stews as well as fresh. The most common spinach dishes are *obanashi* (boiled and lightly seasoned), *goma-ae* (boiled and dressed with a sesame-based sauce), and *shira-ae* (boiled and dressed with a tofu-based sauce). *Musuko-senau* adds a little twist to the standard *obanashi* spinach with nori (seaweed), giving it a cute look.

(INGREDIENTS) (Serves 3-4)

- ☐ 1 bunch (1/2 lb) spinach (preferably baby spinach)
- ☐ Pinch of salt
- ☐ 1 tbsp soy sauce
- ☐ Pinch of sugar
- ☐ 7g (small package) bonito flakes
- ☐ Grated ginger as garnish

(DIRECTIONS)

1. Boil water in a big pot and add a generous amount of salt.
2. Put spinach into boiling water, stir well, and let it boil for 10 sec.
3. Drain immediately and let it sit under cold running water or in an ice bath.
4. Squeeze out as much water as possible from the spinach. (Using a bamboo sushi mat will make this job easier. Place spinach on the mat, roll, and squeeze.)
5. Put spinach on cutting board and cut into bite-sized pieces.
6. Put spinach in bowl and season with soy sauce, sugar, and bonito flakes.
7. Place nori on bamboo sushi mat and spread spinach, leaving a one-inch space at the top.
8. Roll as though you are making a sushi roll.
9. Place the mat side down for one minute. The nori will seal itself and won't fall apart.
10. Cut roll into 8 pieces and serve with grated ginger.



MAKISU [bamboo sushi mat]

Made from bamboo and cotton straps, a makisu is a necessary item for making sushi rolls. It is also used to shape *umagayaki* (Japanese omelet), for squeezing excess liquid out of food, and for covering cold noodles. There are makisu made of thick bamboo sticks and ones with thin, round bamboo sticks. The former is ideal for making a wavy pattern on the outside of the roll, such as that found on *dynamite* (a sweet, rolled omelet mixed with fish paste), and the latter is more commonly used for making sushi rolls.



TIPS This very simple dish makes the most of baby spinach. In addition, just remember to squeeze out a lot of the excess water from the spinach to make a tidy roll. Enjoy!

MISAKO TATTA
Japanese cooking instructor and cookbook author Misako Tatta teaches Japanese cooking. Her many examples, delicious and healthy home-style cooking using seasonal and local ingredients. Website: japanesecookingparty.com
Cooking video: youtube.com

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HOPE FOR JAPAN

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Ingredients (Serves 4)

- 1 chicken (about 3 lb), cut into breast, thighs, drumsticks, and wings
- 1/2-1 cup Kikkoman Teriyaki Garlic & Green Onions
- Kikkoman Teriyaki Original

Directions

1. Marinate chicken with Kikkoman Teriyaki Garlic & Green Onions or Kikkoman Teriyaki Original for 1 hour in refrigerator.
 2. Preheat a grill pan to hot and lightly oil the pan.
 3. Grill marinated chicken until no pink juice comes out from it. Baste chicken while grilling.
- Marinate overnight for more flavor, or less for less flavor.
• Serve with grilled vegetables, like asparagus, beanitos, corn, nachos, etc.

1



2



Variation



This sauce is good for shrimp and other seafood.

Babyback Pork Ribs



Ingredients (Serves 4)

- 1 slab babyback pork ribs
- 1 cup Kikkoman Teriyaki Spicy Mayo

Directions

1. Preheat oven to 325°F.
 2. Clean babyback ribs, taking out membrane on the back of the ribs (bone side).
 3. Massage babyback ribs with 1/2 cup Kikkoman Teriyaki Spicy Mayo sauce.
 4. Place ribs, meat side down, on a baking sheet, cover with aluminum foil, and bake for 3 hours in oven.
 5. Take off the aluminum foil and drain off the drippings. Turn ribs meat side up and brush ribs with remaining 1/2 cup Kikkoman Teriyaki Spicy Mayo sauce. Bake another 1 hour without cover.
- Slow cooking is the key to tender pork ribs.
• Generously basting with Kikkoman Teriyaki Spicy Mayo sauce.

3



4



Variation



You can marinate pork, chicken, salmon, or other fish with Kikkoman Teriyaki Spicy Mayo sauce and grill it as an appetizer.

Teriyaki Hamburger



Ingredients (Serves 4)

1 lb ground beef 1/2 cup Kikkoman Teriyaki Sauce & Glaze with Honey & Pineapple 4 greenleaf lettuce leaves 2 tomatoes, sliced 1 red onion, sliced 4 hamburger buns 2 tbsp Kikkoman Wasabi Sauce 1/4 cup mayonaisse

Directions

1. Preheat a grill pan to hot and lightly oil the pan.
 2. In a medium mix bowl, gently mix ground beef with 2 tablespoons of Kikkoman Teriyaki Sauce & Glaze with Honey & Pineapple. Shape into 4 patties.
 3. Grill patties until browned on each side to your desired doneness. (Turn over each side for medium doneness.) Serve grilled patties with remaining Kikkoman Teriyaki Sauce & Glaze with Honey & Pineapple with a pesto brush.
 4. Make wasabi mayo sauce: In a small bowl, mix Kikkoman Wasabi Sauce and mayonaisse.
 5. Spread wasabi mayo on buns. Serve burger with greenleaf lettuce and tomato and onion slices.
- Add more Kikkoman Teriyaki Sauce & Glaze with Honey & Pineapple for more flavor.
- Add more or less Kikkoman Wasabi Sauce for your desired spiciness.



Recipes and food styling by Marie Hoshino, Japanese Cooking Studio
www.japanesecookingstudio.com | marie@japanesecookingstudio.com

Photo by Rikuzoichi Kikukawa

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Teriyaki Spicy Miso

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TRUE WORLD FOODS HELPS UNLEASH CULINARY CREATIVITY

The days where people automatically associate Japanese food simply with "raw fish" are long gone, at least in NYC. Today, people know that Japanese cuisine comes in many forms, and some are very unique, like the cuisine from the kitchen at 15 East. Combining Japanese sensibilities with Western techniques and traditions, Executive Chef Shigeru Sugano, creates a world completely his own, with items like the *Flock of Lamb* in miso reduction, and *Lobster and Ten Smoked Wild Salmon* in soy-kura butter. But whatever form the cuisine may take, the quality as well as variety of items used from the ocean are an integral part of Japanese expression, and it is True World Foods (TWF), one of the largest distributors in the U.S. for seafood, that allows chefs like Mr. Sugano to be more creative than ever today.

"They have global offices so they are able to offer more variety than any other places out there, and their quality is consistent, which is a great relief for us," Chef Sugano explains. Every week, Sugano and his team are informed of the seasonal changes and new items that will be available from TWF, which ultimately determines their menu. "How they are so on top of things that goes on in the ocean definitely helps our repertoire," he comments. Due to their vast worldwide network, Chef Sugano prizes that the tuna and uni (sea urchin) that comes from TWF are the best because "they always know where to find the best at all times." In the case of uni, for instance, the restaurant keeps many different kinds on hand, as each region produces different flavors and consistencies that are suited for different uses, and today, uni is one of the most popular in-demand ingredients in high-dining. Bluefin tuna, similarly, is one of their best selling sushi ingredients.

Not only is using seasonal ingredients important, the expression of seasonality plays a great role in Japanese cuisine, as well as in Chef Sugano's style that is apparent in one of the seasonal specialty appetizers they are currently serving, a trio of flavors including Grilled and Seamed Nagare (goldenfish), Pregnant Adaki (squid) with Cherry

Blossom Salt, and a *Poté of Mada's* (sea bream) Essence and Uni, that all represent the current season, spring. It is clear that the variety of seasonal and rare items TWF can offer, allows chefs like Sugano to explore the flavors of each season with great depth. This spring, TWF is already sending in sakuramisu (cherry trout), kirei (flounder), goldenfish, kamasu (baracuda), and other spring fish to Chef Sugano, as he continues to make every season come alive on a plate.

The most recent collaboration with TWF that Chef Sugano is currently excited about is his handmade soba. TWF provides him the toppings like anago (sea eel), nihihi (herring), and again, uni that allows variety for his soba dishes. Great ingredients not only give great taste, it unleashes the potential of great chefs. We have spoiled New York diners and have TWF to thank for that.



The seasonal specialty appetizer *Nagare* is a medley of spring flavors with eel, yucca, and more.



Up from different regions are used for different purposes. Right: uni from Japan's San Mateo and Santa Cruz.



Hemagani (Bluefin tuna) is the most popular sushi ingredient. Left: Pink right: eel (anago) shikoro (chicken belly) eel (anago) belly and eel (anago).

15 East
15 E. 15th St. (bet. 5th Ave. & Union Sq. West), New York, NY 10003
Tel: 212-647-0070 | www.15eastrestaurant.com



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Grocery & Sake Guide

The following is a list of stores where you can buy Japanese food and liquor:

Chapters available at: www.chaptership.com
Chapters not available to ship up

GROCERY

| Store | Address | City | State |
|---------------------------------|------------------------------------|-----------|-------|
| NZM Very & 11th | 295 Broadway, 1st Fl. N.Y.C. 10013 | Manhattan | NY |
| Onizuka* | 300 E. 14th St. N.Y.C. 10003 | Manhattan | NY |
| Onizuka* | 300 E. 14th St. N.Y.C. 10003 | Manhattan | NY |
| Onizuka* | 300 E. 14th St. N.Y.C. 10003 | Manhattan | NY |
| Katagiri & Co. Inc.* | 300 E. 14th St. N.Y.C. 10003 | Manhattan | NY |
| Saizen Mart Midtown* | 300 E. 14th St. N.Y.C. 10003 | Manhattan | NY |
| TOMIYA* | 300 E. 14th St. N.Y.C. 10003 | Manhattan | NY |
| H Mart Midtown Aki Kasei | 300 E. 14th St. N.Y.C. 10003 | Manhattan | NY |
| Wenji's | 300 E. 14th St. N.Y.C. 10003 | Manhattan | NY |
| Japan Premium Deal | 300 E. 14th St. N.Y.C. 10003 | Manhattan | NY |
| NZM E Village* | 300 E. 14th St. N.Y.C. 10003 | Manhattan | NY |
| Saizen Mart Aoki Pl* | 300 E. 14th St. N.Y.C. 10003 | Manhattan | NY |
| Toku Mart* | 300 E. 14th St. N.Y.C. 10003 | Manhattan | NY |
| Pearl River Mart* | 300 E. 14th St. N.Y.C. 10003 | Manhattan | NY |
| Saizen Mart Seho* | 300 E. 14th St. N.Y.C. 10003 | Manhattan | NY |
| N'danga* | 300 E. 14th St. N.Y.C. 10003 | Manhattan | NY |
| Fendy Market* | 300 E. 14th St. N.Y.C. 10003 | Manhattan | NY |
| H & Y Marketplaces | 300 E. 14th St. N.Y.C. 10003 | Manhattan | NY |
| H Mart Northern 156 | 300 E. 14th St. N.Y.C. 10003 | Manhattan | NY |
| H Mart Northern 2nd | 300 E. 14th St. N.Y.C. 10003 | Manhattan | NY |

| Store | Address | City | State |
|-------------------------------|------------------------------|-----------|-------|
| H Mart Union | 200 E. 14th St. N.Y.C. 10003 | Manhattan | NY |
| H Mart Williams Park* | 200 E. 14th St. N.Y.C. 10003 | Manhattan | NY |
| H Mart Westside | 200 E. 14th St. N.Y.C. 10003 | Manhattan | NY |
| Saizen-ya | 200 E. 14th St. N.Y.C. 10003 | Manhattan | NY |
| H Mart Great Neck* | 200 E. 14th St. N.Y.C. 10003 | Manhattan | NY |
| New Japanese Foods* | 200 E. 14th St. N.Y.C. 10003 | Manhattan | NY |
| Shin Nippon Co.* | 200 E. 14th St. N.Y.C. 10003 | Manhattan | NY |
| SAIDO | 200 E. 14th St. N.Y.C. 10003 | Manhattan | NY |
| H Mart Scarsdale* | 200 E. 14th St. N.Y.C. 10003 | Manhattan | NY |
| H & Y Marketplaces | 200 E. 14th St. N.Y.C. 10003 | Manhattan | NY |
| H Mart Manhattan* | 200 E. 14th St. N.Y.C. 10003 | Manhattan | NY |
| Kan-Sen Foods* | 200 E. 14th St. N.Y.C. 10003 | Manhattan | NY |
| NUTRA Market* | 200 E. 14th St. N.Y.C. 10003 | Manhattan | NY |
| Onizuka* | 200 E. 14th St. N.Y.C. 10003 | Manhattan | NY |
| Azumi Market* | 200 E. 14th St. N.Y.C. 10003 | Manhattan | NY |
| H & Y Marketplaces | 200 E. 14th St. N.Y.C. 10003 | Manhattan | NY |
| H Mart Cherry Hill | 200 E. 14th St. N.Y.C. 10003 | Manhattan | NY |
| H Mart Englewood | 200 E. 14th St. N.Y.C. 10003 | Manhattan | NY |
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| H Mart Ridgefield | 200 E. 14th St. N.Y.C. 10003 | Manhattan | NY |
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| 200 Prospect St. (Bellevue) NJ 07033 | Japanese |
| 201-474-6223 | |
| Fuji Mart Connection* | |
| 1212 Super Ave. (Edgewater) NJ 07020 | Japanese |
| 201-960-0124 | |
| Millrose Asian Market | |
| 6-Group St. (New York) NJ 07030 | Asian |
| 201-760-0204 | |
| Miyoko* | |
| 3810 Millbrook Ave. (Edison) NJ 08817 | Japanese |
| 201-261-4223 | |
| Tokyo Japanese Store | |
| 6000 Riverchase Ave. (Parsippany) NJ 07054 | Japanese |
| 201-481-3741 | |

SAKE

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| Gotham Wines & Liquors* | |
| 2011 Broadway (New York) NJ 07102 | Wine/ |
| 212-633-4000 | Shochu |
| Nancy Wine's | |
| 81 Columbia Ave. (New York) NJ 07102 | Wine/ |
| 212-677-4000 | Shochu |
| Gorham Wine & Liquors* | |
| 800 Lexington Ave. (New York) NJ 07102 | Wine/ |
| 212-377-0211 | Shochu |
| Master Wine's* | |
| 1603 3rd Ave. (New York) NJ 07102 | Wine/ |
| 212-723-4984 | Shochu |
| Akatsuki Wine & Spirits* | |
| 600 2nd Ave. (New York) NJ 07102 | Wine/ |
| 212-421-6807 | Shochu |

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| Landmark Wine* | |
| 101 W. 23rd St. (New York) NJ 07102 | Wine/ |
| 212-677-0123 | Shochu |
| MJK Liquor | |
| 401 Hudson Ave. (New York) NJ 07102 | Wine/ |
| 212-474-0123 | Shochu |
| Ukon/Sanya Wine & Spirits* | |
| 100 W. 23rd St. (New York) NJ 07102 | Wine/ |
| 212-677-0123 | Shochu |
| LE DU WINES | |
| 100 Hudson Ave. (New York) NJ 07102 | Wine/ |
| 212-674-0123 | Shochu |
| Aster Wines & Spirits | |
| 100 Hudson Ave. (New York) NJ 07102 | Wine/ |
| 212-674-0123 | Shochu |
| SAKANA* | |
| 200 W. 23rd St. (New York) NJ 07102 | Wine/ |
| 212-674-0123 | Shochu |
| East Village Wine | |
| 100 Hudson Ave. (New York) NJ 07102 | Wine/ |
| 212-674-0123 | Shochu |
| New York Wine Exchange | |
| 100 Hudson Ave. (New York) NJ 07102 | Wine/ |
| 212-674-0123 | Shochu |
| September Wines & Spirits | |
| 100 Hudson Ave. (New York) NJ 07102 | Wine/ |
| 212-674-0123 | Shochu |
| Greenwich Wine* | |
| 100 Hudson Ave. (New York) NJ 07102 | Wine/ |
| 212-674-0123 | Shochu |
| Smith and Wine | |
| 100 Hudson Ave. (New York) NJ 07102 | Wine/ |
| 212-674-0123 | Shochu |

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| Altitude Wine & Liquors | |
| 101 W. 23rd St. (New York) NJ 07102 | Wine/ |
| 212-677-0123 | Shochu |
| DeVito Super Market | |
| 401 Hudson Ave. (New York) NJ 07102 | Wine/ |
| 212-474-0123 | Shochu |
| JAPANESE WHOLESALE | |
| Central Books U.S.A., Ltd. | |
| 100 Hudson Ave. (New York) NJ 07102 | Wine/ |
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| Davis Trading Co., Inc.* | |
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| 212-674-0123 | Shochu |

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| Peterborough Trading | |
| 100 Hudson Ave. (New York) NJ 07102 | Wine/ |
| 212-677-0123 | Shochu |
| JFC International Inc.* | |
| 100 Hudson Ave. (New York) NJ 07102 | Wine/ |
| 212-677-0123 | Shochu |
| Nichols Trading Co., Ltd.* | |
| 100 Hudson Ave. (New York) NJ 07102 | Wine/ |
| 212-677-0123 | Shochu |
| NY Market Trading Co., Ltd.* | |
| 100 Hudson Ave. (New York) NJ 07102 | Wine/ |
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Japanese Restaurant Review

Ramen Yebisu

Sushi Shop

Zkai Sushi

Asian Restaurant Review

Pa De Thai

Listings

Japanese Restaurant

Asian Restaurant

Ramen Yebisu

135 North 5th St. (near Bedford & Berg St.) Brooklyn, NY 11211
TEL: 718-763-1444 | <http://www.yebisu.com>

Lunch: Mon-Sun 12 pm-4 pm, Dinner: Sun-Thu 5-11 pm, Fr-Sat 5pm-late night



Ramen seems to have taken over the city and may even be turning some New Yorkers Japanese.

But thanks to this boom, many styles of ramen are rising in like one of the more recent newcomers, Ramen Yebisu, in Williamsburg that specializes in Sapporo style ramen.

Ramen in Japan differs greatly by region, of course, and Sapporo is special in that it is the birthplace of mass ramen. Head Chef, Akira Hinatake, who is from Sapporo, was determined to bring his hometown taste as-is to NYC. "The characteristic of Sapporo style ramen is the thick, chewy, yellow noodles and how it's prepared in a *waka*," he explains. Sapporo ramen's broth is also saffron based. With the majority of ramen in NY being pork-based, this joint is a great new addition in town. The restaurant keeps the menu simple with 5 styles of ramen, including their signature, and original saffron, Yebisu Ramen, and the Miss Ramen that features the sweet creamy miso flavor that can only be achieved in a *waka*. One of the two appetizers, the Pork Bun is a bite out of heaven, as there is nothing simple about what goes on in the kitchen. Everything but the noodles cooked from scratch and to perfection, the establishment sets new standards for ramen in this city.



The *Hot Buns* (left) with the perfect soft-boiled egg, the tender pork, and the fluffy bun will melt your cheeks, while the deep, creamy sweet, comforting sauce of the *Miss Ramen* (right) is a true representative of a good ramen. The best way to appreciate the great, chewy texture and the taste of the noodles is with Akira's Saffron miso soup. Start with saffron broth and before you clinging to the noodles.



3 Best Sellers

| | |
|--------------|------|
| • Miss Ramen | \$12 |
| • Akira Soba | \$8 |
| • Pork Bun | \$5 |

Sushi Shop

585 Madison Ave. (bet. 54th & 55th St.) | New York, NY 10022
 Tel: 212-699-1255 | www.sushishop.com
 Sun-Sat: 11 am-11 pm

Encompassed on Madison Avenue, shoulder to shoulder with labels like Miu Miu and Johnson Murphy, French restaurant chain Sushi Shop follows many fashion rules: but offers a more appetizing brand promise. Reimagined each year, the menu resembles the classic fashion catalog. Instead of the creative director of a clothing brand, Sushi Shop commissions a top chef to compile new bites. This year Chef Thierry Marx added items like Sea-Bass Kiwi Tartare and the Wagyu Beef Nopocostrotat with a purple potato chip. Celebrating dabbling in the art of design have also made their mark on the Sushi Shop brand. Last year Lenny Kravitz created the graffiti splattered "New Like New York" box featuring California Ebu Fry and a *Low and Goats Cheese Sushi*. Kate Moss will restaurant the next celebrity box. Made fresh throughout the day selections like the *Misurated Chirashi*, *Octopus Omelette*, and *Puffin Tofu Soybean Steamed* are pre-wrapped and ready to go, so whether you dine-in or take in the evening or take a box home for a movie night you will get the same quality product every time. Check out the newest Sushi Shop location at 31 West 57th Street opening in May.

The Black Box is a sushi party pre-wrapped individually. It comes in a classic, featuring favorites like spicy tuna, and Lini with sea urchin including a cucumber cheese jelly. The boxes are smaller, but still so if the menu that increases regularly with ingredients such as prawns, salmon, tuna and tuna.



Each of the 100 Sushi Shop locations has the same modern design promising a level of quality that transcends the globe.

3 Best Sellers

- **Chik'n Crab Spring Roll** \$7
- **Mango Tuna Roll** \$3
- **Salmon Tartare** \$16

Zkai Sushi

42 W. 56th St. (bet. 5th & 6th Ave.) | 2F New York, NY 10019
 Tel: 212-613-2291 | www.zkaisushi.com
 Mon-Sun: 11:30 am-10:30 pm

Zkai Sushi located right in the heart of Midtown Manhattan has been a local hangout during lunch and dinner times for the neighborhood business offices and their employees, as well as the many hotel guests in the area since 2003 that not only offers great sushi but also a great venue for parties and events. The spacious sushi restaurant is the creation of Mr. and Mrs. Lee, an ambitious Korean restaurateur couple who owns the Korean restaurant downstairs, but the sushi operation is solely handled by a 30-year veteran sushi chef from Japan. "Food is culture, and I want to keep it authentic. The only way to do that is to let someone from that culture represent it," Mr. Lee explains. "Because our customers are like family, we are always here and MSG free. Everything has to be handmade", he adds. Even their toki and maki is handmade. They are known for their many creative, and decorative original rolls like Honey Roll (spicy salmon with yellow tail and wasabi tobiko) and Spicy Lovers Roll (jalapeno, tuna, avocado and masago, cucumber), as well as their heavy Chirashi bowl full of luxurious toppings in rice like uni, ikura and other assorted seafood as well as pickles. The best thing about it is the affordable price for the quality.



Jewel Roll (Salmon) one of the amazing specials for the spring season consists of fresh salmon, tobiko, masago, spicy mayo, and a special jelly in a special sauce. The Chirashi as well as the Spicy Lovers Roll are signature dishes.



3 Best Sellers

- **Spicy Lovers Roll** \$15
- **Classic Roll Combo (Salmon, Uni, Tuna)** \$15
- **Chirashi** \$23



Japanese Restaurant Guide

225 Longue point (Japan) restaurant review in Japanese: [http://www.chopstickny.com](#)

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Upper West Don
385 Madison Ave (at 71 St & 72 St) 212-363-4336

Upper West Hana
481 Broadway Ave (at 70 St & 71 St) 212-529-5455

Upper West Ichibu Restaurant
560 158th St (at Manhattan) 212-895-4333

Upper West Jim Ramen
2012 Broadway (at 72 St) 212-697-5266

Upper West Kikara
511 Amsterdam Ave (at 70 St & 71 St) 212-697-5266

Upper West Kousha
485 Broadway Ave (at 71 St) 212-697-5266

Upper West Kame Soba
101st Street (at Columbus & Amsterdam Ave) 212-544-4738

Upper West Momo Soba
207 Springs St (Broadway & Spring Ave) 212-544-4333

Upper West Momo Japanese Cafe
817 Broadway Ave (at 70 St & 71 St) 212-697-5266

Upper West Momo
New Orleans-Cat 10 Columbia St. 212-433-4900

Upper West Mitsu
401 Broadway Ave (at 69 St & 70 St) 212-697-5266

Upper West Monopara Amsterdam
421 Broadway Ave (at 70 St & 71 St) 212-697-5266

Upper West Nani Door
101st Street (at Columbus & Amsterdam Ave) 212-544-4738

Upper West Ozu
581 Broadway Ave (at 70 St & 71 St) 212-697-5266

Upper West Planet Soba
385 Broadway Ave (at 71 St) 212-697-5266

Upper West Raku*
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| East Village | Shabu-Tanuki* | |
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| East Village | Shamus | |
| 185 Ave. (bet. Ave. 1st & 2nd Ave.) 212-984-4330 | \$25.00 \$27.00 | |

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| 30 E. 4th St. (bet. 1st & 2nd Ave.) 212-984-1155 | \$15.00 \$17.00 | |

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| East Village | Swave Restaurant* | |
| 30 E. 4th St. (bet. 1st & 2nd Ave.) 212-984-1155 | \$15.00 \$17.00 | |

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| East Village | Tokyo Sushi East Village | |
| 30 Ave. (bet. Ave. 1st & 2nd Ave.) 212-984-0346 | \$25.00 \$27.00 | |

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| East Village | Udon West* | |
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| East Village | Wibago Yohoku | |
| 100 E. 14th St. (bet. Ave. 1st & 2nd Ave.) 212-984-0346 | \$25.00 \$27.00 | |

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| East Village | Wissen | |
| 30 E. 14th St. (bet. 1st & 2nd Ave.) 212-984-0346 | \$25.00 \$27.00 | |

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| East Village | Yokidaka West* | |
| 100 E. 14th St. (bet. Ave. 1st & 2nd Ave.) 212-984-0346 | \$25.00 \$27.00 | |

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| East Village | Yoshihiro Diner* | |
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| East Village | Yoshi Sushi* | |
| 100 E. 14th St. (bet. Ave. 1st & 2nd Ave.) 212-984-0346 | \$25.00 \$27.00 | |

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| East Village | Yoshi Restaurant | |
| 100 E. 14th St. (bet. Ave. 1st & 2nd Ave.) 212-984-0346 | \$25.00 \$27.00 | |
| East Village | Zoe R* | |
| 100 E. 14th St. (bet. Ave. 1st & 2nd Ave.) 212-984-0346 | \$25.00 \$27.00 | |

Lower Manhattan

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| Lower Man | Santa Sushi* | |
| 100 E. 14th St. (bet. Ave. 1st & 2nd Ave.) 212-984-0346 | \$25.00 \$27.00 | |

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| Lower Man | Santa Sushi* | |
| 100 E. 14th St. (bet. Ave. 1st & 2nd Ave.) 212-984-0346 | \$25.00 \$27.00 | |

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| Lower Man | Santa Sushi* | |
| 100 E. 14th St. (bet. Ave. 1st & 2nd Ave.) 212-984-0346 | \$25.00 \$27.00 | |

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| Lower Man | Santa Sushi* | |
| 100 E. 14th St. (bet. Ave. 1st & 2nd Ave.) 212-984-0346 | \$25.00 \$27.00 | |

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| Lower Man | Santa Sushi* | |
| 100 E. 14th St. (bet. Ave. 1st & 2nd Ave.) 212-984-0346 | \$25.00 \$27.00 | |

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| Lower Man | Santa Sushi* | |
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| Lower Man | Santa Sushi* | |
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| Lower Man | Santa Sushi* | |
| 100 E. 14th St. (bet. Ave. 1st & 2nd Ave.) 212-984-0346 | \$25.00 \$27.00 | |

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| Lower Man | Santa Sushi* | |
| 100 E. 14th St. (bet. Ave. 1st & 2nd Ave.) 212-984-0346 | \$25.00 \$27.00 | |

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|--|-------------------------------------|
| Queens | Shiro of Japan Arts & Pk |
| 85-40 Cooper Ave. (at 64th St) NY 11355 | \$25/M-F |
| 718-224-1326 | 718-224-1326 |
| Queens | SUSHI ISLAND* |
| 55-05 Queens Blvd. (at 130th St) NY 11355 | \$25/M-F |
| 718-463-3000 | 718-463-3000 |
| Queens | Takusashi* |
| 41-40 64th St. (at 64th St) NY 11355 | \$25/M-F |
| 718-224-1326 | 718-224-1326 |
| Queens | Tenjo Sashimi* |
| 98-25 Woodside Rd. (at 130th St) NY 11355 | \$25/M-F |
| 718-224-1326 | 718-224-1326 |
| Queens | Umi West |
| 1236 Northern Blvd. (at 130th St) NY 11355 | \$25/M-F |
| 718-224-1326 | 718-224-1326 |
| Queens | Wintown Sashimi* |
| 24-100 Queens Rd. (at 111th St) NY 11355 | \$25/M-F |
| 718-224-1326 | 718-224-1326 |

Long Island

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|---|--------------------------------------|
| Long Island | Donburi |
| 1100 Highway 101, Westbury, NY 11590 | \$25/M-F |
| 516-337-3400 | 516-337-3400 |
| Long Island | Endurance |
| 800 Highway 101, Westbury, NY 11590 | \$25/M-F |
| 516-337-3400 | 516-337-3400 |
| Long Island | Isotone Japanese Steak House* |
| 6000 30th Ave. (at 111th St) NY 11590 | \$25/M-F |
| 516-337-3400 | 516-337-3400 |
| Long Island | Isoto |
| 200 30th Ave. (at 111th St) NY 11590 | \$25/M-F |
| 516-337-3400 | 516-337-3400 |
| Long Island | Kabuki Restaurant* |
| 3014 Merrick Rd. (at 111th St) NY 11590 | \$25/M-F |
| 516-337-3400 | 516-337-3400 |
| Long Island | Kana |
| 5800 Highway 101, Westbury, NY 11590 | \$25/M-F |
| 516-337-3400 | 516-337-3400 |
| Long Island | Karaoke* |
| 4100 Highway 101, Westbury, NY 11590 | \$25/M-F |
| 516-337-3400 | 516-337-3400 |
| Long Island | Karaoke* |
| 2100 Highway 101, Westbury, NY 11590 | \$25/M-F |
| 516-337-3400 | 516-337-3400 |
| Long Island | Morino Restaurant* |
| 5800 Highway 101, Westbury, NY 11590 | \$25/M-F |
| 516-337-3400 | 516-337-3400 |
| Long Island | Nagasaki* |
| 1100 Highway 101, Westbury, NY 11590 | \$25/M-F |
| 516-337-3400 | 516-337-3400 |
| Long Island | Rock & Sake Pub & WA |
| 9000 30th Ave. (at 111th St) NY 11590 | \$25/M-F |
| 516-337-3400 | 516-337-3400 |
| Long Island | Sapporo |
| 5800 Highway 101, Westbury, NY 11590 | \$25/M-F |
| 516-337-3400 | 516-337-3400 |
| Long Island | Sea Restaurant* |
| 2100 Highway 101, Westbury, NY 11590 | \$25/M-F |
| 516-337-3400 | 516-337-3400 |
| Long Island | Shiro of Japan* |
| 4000 30th Ave. (at 111th St) NY 11590 | \$25/M-F |
| 516-337-3400 | 516-337-3400 |
| Long Island | SUSHI ISLAND* |
| 55-05 Queens Blvd. (at 130th St) NY 11355 | \$25/M-F |
| 718-463-3000 | 718-463-3000 |
| Long Island | TAKO Restaurant |
| 1100 Highway 101, Westbury, NY 11590 | \$25/M-F |
| 516-337-3400 | 516-337-3400 |

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| Long Island | Taka Sashimi* |
| 1000 Highway 101, Westbury, NY 11590 | \$25/M-F |
| 516-337-3400 | 516-337-3400 |
| Long Island | Tenjo* |
| 1000 Highway 101, Westbury, NY 11590 | \$25/M-F |
| 516-337-3400 | 516-337-3400 |
| Long Island | Restaurant Yamauchi* |
| 1000 Highway 101, Westbury, NY 11590 | \$25/M-F |
| 516-337-3400 | 516-337-3400 |
| Long Island | Takita Polaris* |
| 1000 Highway 101, Westbury, NY 11590 | \$25/M-F |
| 516-337-3400 | 516-337-3400 |

The Bronx

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|-------------------------|--------------------------|
| The Bronx | CHANA |
| 3000 Broadway, NY 10461 | \$25/M-F |
| 718-463-3000 | 718-463-3000 |
| Westchester | Hayashi* |
| 3000 Broadway, NY 10461 | \$25/M-F |
| 718-463-3000 | 718-463-3000 |
| Westchester | Murphy* |
| 3000 Broadway, NY 10461 | \$25/M-F |
| 718-463-3000 | 718-463-3000 |
| Westchester | Noriko |
| 3000 Broadway, NY 10461 | \$25/M-F |
| 718-463-3000 | 718-463-3000 |
| Westchester | Nishi |
| 3000 Broadway, NY 10461 | \$25/M-F |
| 718-463-3000 | 718-463-3000 |
| Westchester | Nishi* |
| 3000 Broadway, NY 10461 | \$25/M-F |
| 718-463-3000 | 718-463-3000 |
| Westchester | Shikunoya Sashimi |
| 3000 Broadway, NY 10461 | \$25/M-F |
| 718-463-3000 | 718-463-3000 |
| Westchester | Sono Restaurant* |
| 3000 Broadway, NY 10461 | \$25/M-F |
| 718-463-3000 | 718-463-3000 |
| Westchester | Tsukasa* |
| 3000 Broadway, NY 10461 | \$25/M-F |
| 718-463-3000 | 718-463-3000 |
| Westchester | Tsune |
| 3000 Broadway, NY 10461 | \$25/M-F |
| 718-463-3000 | 718-463-3000 |

Upstate

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|--------------------------------------|--------------------|
| Upstate | Karao |
| 1000 Highway 101, Westbury, NY 11590 | \$25/M-F |
| 516-337-3400 | 516-337-3400 |
| Upstate | Kiko House |
| 1000 Highway 101, Westbury, NY 11590 | \$25/M-F |
| 516-337-3400 | 516-337-3400 |
| Upstate | Sakurama NY |
| 1000 Highway 101, Westbury, NY 11590 | \$25/M-F |
| 516-337-3400 | 516-337-3400 |
| Upstate | Afternoon |
| 1000 Highway 101, Westbury, NY 11590 | \$25/M-F |
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East Village **PANZA**
4 Thompson St. (bet. 1st & 2nd Ave.)
212-375-4100

Lower Midtown **Yaya Tea Garden**
51-04pt 1st St. (bet. 1st & 2nd Ave.)
212-679-8800

Lower Midtown **Masamoto Kitchan**
500 10th Ave. (bet. 10th & 11th St.)
212-613-4330

Lower Midtown **Pantheon**
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212-679-8800

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212-474-7070

Midtown West **Yaku 55**
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Emergency **Japan 2nd**
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Located in Edgewater, NJ just minutes away from Mikasa supermarket, their restaurant is the perfect place for a relaxing meal after shopping. Inside warm tan earth tones provide an immediate sense of calm. Dark wood accents on the wall and in the furniture evoke the essence of Thailand with a simple modern twist. When it comes to food, just let any of the servers know what you're in the mood for and they'll offer a suggestion. Kids will enjoy chicken satay with its sweet nutty peanut sauce. First timers can discover the secret draw of the classic Pad Thai and adventurous eaters will delight in the Crispy Fillet of Red Snapper with its complex floral sauce and pepperoni brandy garnish.

Pa De Thai is a BYOB restaurant, but special attention should be made for the exceptional non-alcoholic drinks. Served in classic soda shop glasses the Thai iced tea and coffee are delicious and sweet enough for dessert while the coconut juice is presented with luscious coconut chunks offering a fresh, surprising alternative to store bought.

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\$25 Average price for 2 entrees, sides, and drinks, or 2-3

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Upper East **Offices** **\$15**

130 Greenwich St. (bet. 14th & 15th St.) 212-555-6311

Midtown **Offices** **\$15**

200 Broadway St. (bet. 19th & 20th St.) 212-555-6311

Lower East **Shue Lee Wont** **\$25**

60 W. 1st St. (bet. 1st & 2nd St.) 212-555-6311

Upper East **Cafe Evagreen** **\$25**

100 W. 1st St. (bet. 1st & 2nd St.) 212-555-6311

Upper East **Chinatown East** **\$15**

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Upper East **Lib's Noodle & Grill** **\$25**

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Upper East **Our Place** **\$25**

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Upper East **Philips** **\$15**

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Upper East **Pag House** **\$15**

100 W. 1st St. (bet. 1st & 2nd St.) 212-555-6311

Upper East **Shanghai Pavilion** **\$25**

100 W. 1st St. (bet. 1st & 2nd St.) 212-555-6311

Upper East **Seaweed Restaurant** **\$15**

100 W. 1st St. (bet. 1st & 2nd St.) 212-555-6311

Upper East **Chien Grill** **\$15**

100 W. 1st St. (bet. 1st & 2nd St.) 212-555-6311

Upper East **Joan Shanghai** **\$25**

100 W. 1st St. (bet. 1st & 2nd St.) 212-555-6311

Upper East **Offices** **\$15**

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Upper East **Ruby Fruits Times Sq.** **\$25**

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Upper East **Long Pavilion** **\$25**

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Midtown **Wu Yang Ye** **\$25**

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Midtown **Chen Chen** **\$25**

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Midtown **Dynasty Seag** **\$25**

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Midtown **Evergreen** **\$25**

100 W. 1st St. (bet. 1st & 2nd St.) 212-555-6311

Midtown **Grand Seagreen** **\$25**

100 W. 1st St. (bet. 1st & 2nd St.) 212-555-6311

Midtown **Lychee House** **\$25**

100 W. 1st St. (bet. 1st & 2nd St.) 212-555-6311

Midtown **Miss Noodle Shop** **\$25**

100 W. 1st St. (bet. 1st & 2nd St.) 212-555-6311

Midtown **MR K's** **\$25**

100 W. 1st St. (bet. 1st & 2nd St.) 212-555-6311

Midtown **Peking Duck House*** **\$25**

100 W. 1st St. (bet. 1st & 2nd St.) 212-555-6311

Midtown **Pleasure Garden** **\$25**

100 W. 1st St. (bet. 1st & 2nd St.) 212-555-6311

Midtown **Shue Lee Peking** **\$25**

100 W. 1st St. (bet. 1st & 2nd St.) 212-555-6311

Midtown **Grand Seagreen** **\$25**

100 W. 1st St. (bet. 1st & 2nd St.) 212-555-6311

Midtown **Rickshaw Dumpling** **\$25**

100 W. 1st St. (bet. 1st & 2nd St.) 212-555-6311

Midtown **Grand Seagreen** **\$25**

100 W. 1st St. (bet. 1st & 2nd St.) 212-555-6311

Midtown **The Cottage*** **\$25**

100 W. 1st St. (bet. 1st & 2nd St.) 212-555-6311

Midtown **Chinatown Brasserie** **\$25**

100 W. 1st St. (bet. 1st & 2nd St.) 212-555-6311

Midtown **Fengsue Seaweed** **\$25**

100 W. 1st St. (bet. 1st & 2nd St.) 212-555-6311

Midtown **Shanghai Square** **\$25**

100 W. 1st St. (bet. 1st & 2nd St.) 212-555-6311

Midtown **Seafood** **\$25**

100 W. 1st St. (bet. 1st & 2nd St.) 212-555-6311

Midtown **Dumpling Man*** **\$25**

100 W. 1st St. (bet. 1st & 2nd St.) 212-555-6311



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Sun-Thru 12pm-11pm, Fri & Sat 12pm-12am



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| FOOD | DRINK | SERVICE | COST |
| 23 | 18 | 21 | \$39 |

Lunch: 11am-5pm
Dinner: 5pm-11pm
Happy Hour: 5pm-7pm

141 East 58th St.
(bet. Lexington & 3rd Aves.)
TEL: 212-763-3600
WWW.LYCHEEHOUSE.COM

Mon-Fri 11:30am-10:30pm
Sat & Sun 12pm-10:30pm



7th Annual Japan Day @ Central Park

May 12, Sunday

Naumburg Bandshell (Main entrance at 69th St. and 5th Ave.)

Launched in 2007 to foster cultural understanding between Japan and the U.S., Japan Day gets bigger and bigger every year. This year's Japan Day will take place on Mother's Day, May 12, kicking off with the 4-mile Japan Run, followed by the Japan Day Festival, with food, activity tents, and performances continuing throughout the day. Here is an overview:

Japan Run (8 am) and Kids' Race (9:30 am)

To kick-start the Japan Day Festival, a 4-mile Japan Run with approximately 5,000 runners will take place at 8 am.* The run starts at Central Park's East Park Drive south of 84th Street, and then heads north, making a left onto the 102nd Street Transverse, continuing onto West Park Drive at the western end of the transverse and then heading south, finishing with a left turn onto the 72nd Street Transverse. The kids' race will start at 9:30 am. Prior to the race, Home Island Project will perform the Awa Odori dance.

*The Japan Run and Kids' Race are organized by New York Road Runners. Registration is now available online at www.nyrr.org until the cap is reached.



Activity Tents (10:30 am–4:30 pm) & Food Tents (11:30 am–while supplies last)

At the activity tents, people can enjoy origami, calligraphy, katuki face painting, trying an yukata (japanese kimono), yo-yo fishing, and Japanese language games as well as taking pictures with Hello Kitty. At the food tents, participants can taste tea, gyūso, okonomiyaki, ramen, onigiri, and Japanese snacks.



Stage (10:30 am–4:30 pm)

From 10:30 am to 4:30 pm, the main stage will host up with an array of Japanese traditional and contemporary performances. Hosted by Sandra Frick, the stage programs are divided into three acts. The first act will showcase traditional Japanese performances, while the second act will highlight fashion, contemporary dance, and NODJUMAN Karaoke Talent Competition. The third act will feature young talents and powerful performances. (See the column at right for the complete schedule.)

The Stage Program @ Japan Day

MC: Sandra Frick

ACT 1

- 10:30 am: Taiko Matsuri (Japanese Taiko Drumming)
- 10:45 am: Koto Takahara (Calligraphy Performance)
- 11:00 am: Greetings
- 11:15 am: Art Contest Award Ceremony
- 11:30 am: Yosaku Dance by Yosaku Dance Project of 100.com
- 11:47 am: Awaodori by Home Island Project
- 11:57 am: Bomedan (Nôdô and Tenkôshu Bomedan) by The Japanese Folk Dance Institute of New York
- 12:15 pm: Karate by International Karate Organization Kyokushinkai

ACT 2

- 1:00 pm: KIDZ Fashion Show "A.I.U.E.O." (Fashion Show)
- 1:15 pm: NODJUMAN KARAOKE TALENT COMPETITION "Get Jagged!" Part 1 by Tess Bell Hyneslow, Quana Garrett, Chae Hart
- 1:30 pm: Hello Kitty Appearance
- 1:40 pm: CHRONOGENESIS (Dance Fashion Show)
- 1:55 pm: NODJUMAN KARAOKE TALENT COMPETITION "Get Jagged!" Part 2 by Nicolas Edwards, Glory Gospel Singers

ACT 3

- 2:50 pm: Team KAI RIVERA vs. SDH DAIRO (Street Dance/Taiko Drumming Battle)
- 3:15 pm: MINE (R & B/Pop Vocal)
- 3:35 pm: Kyles with a special guest MINE (Pop Vocal)
- 4:00 pm: Emi Meyer (Jazz Vocal)
- 4:20 pm: Finale

*The Stage Program is subject to change.



Class 14 was included in the version of the 3rd Japan Day Art Contest brochure. The artwork is available at the Japan Day 2013 poster booth and online.

Entertainment Event / Leisure

Exhibition

April 27-29 FREE

Shompa Yamaki 2013, Osaka with Shige

Sao Japanese Pottery



Sao Japanese Pottery will be hosting an exhibition of works by pottery artist, Shompa Yamaki. Shompa's ceramic has become his famous expression as a dancer with clay to create works that effectively communicate the true primitive concepts of these two art forms. This exhibition will feature his recent works including wood-fired pieces. Opening reception will be held on Apr. 27 6-8pm featuring a sake tasting presented by Naga Shiro.

Location: 530 Lexington Ave., (bet 48th and 49th St.)
New York, NY 10017
TEL: 212-755-3340 / www.saojapan.com

Performance

May 1

"Maya Sasaki Trio" Jazz Live

Japanese first saw Maya Sasaki as a full member of Chico Hamilton and Daphne. She is a composer and flutist performing at Jazz at Kitano for the third time. Accompanying Maya were Japanese world's top jazz musicians Aaron Goldberg on piano and Matt Penner on bass. From original songs by flutist to standard jazz arrangements, the unique world of Maya and the world's top jazz musicians will be delivered at the Kitano.

Location: Jazz at Kitano
Ad Post-Show, (bet 38th St.) New York, NY 10018

TEL: 212-485-7171 (Exterminated)

www.kitono.com

www.saojapan.com

May 6

Tokachi Aza! New York Trio Live

Tokachi Aza!



Interestingly experienced jazz pianist/composer Tokachi Aza! new piano trio is performing at Jazz at Kitano on May 6. Since the release of the trio's new "Tokachi Aza! New York Trio Vol. 1" CD, it has been generating critical accolades. Aza! is expected to perform a mixture of popular original pieces such as his most requested "Spring Thunder" along with new pieces from the trio's latest CD.

Location: Jazz at Kitano
Ad Post-Show, (bet 38th St.) New York, NY 10018
TEL: 212-485-7171 (Exterminated) / www.kitono.com
Info: www.kitono.com
<http://TokachiAza.com>

May 26

New Genre! Coming Back at Carnegie Mind Hall

Mike & Richard Strickman



Richard Strickman will play along with the Kodomo String Quartet, Gayle Moran Gans, David Fink, Daria Gold David Pitt and Bill Cahn. Pieces composed by Chuck Corea

and other popular composers are expected to be arranged for mandala for the first time including some pieces from Mike's new album "If you believe..." Ticket is \$50
Location: NY 26 Ave., (bet 5th & 6th St.) New York, NY 10019
TEL: 212-347-3809 / www.somahall.org

Event

April 25-May 5

LUCKYRICE Festival New York

LUCKYRICE

Entering their fourth year in New York, the LUCKYRICE Festival shows a spotlight on Asian culinary culture through a week of large scale tastings, live-fire dinners and gatherings. This year, join celebrators such as James Murphy (formerly of LCD Soundsystem) and Christine Toppo with chef Gregory Rowles as they kick off the festival on opening night by creating a fusion dumpling feast. Also, Ivan Drat Morimoto will be making a special appearance to host "chef cocktails" with this year's Cocktail event. Don't miss out on what the Asian culinary culture has to offer! For ticket prices and details, please visit the LUCKYRICE website: info.luckyrice.com

May 4-6, 9-12, 16-26

Food & Sake Fair

Mitsuya Marketplace



Mitsuya Marketplace will be holding special food and sake events this month. In celebration of Gaiden Day in Japan, they will feature Japanese traditional events for the event such as kushikie matcha (matcha wrapped in oak leaves), chawan (dumpling matcha wrapped in bamboo leaves)

and miso bikkimochi (rice-mochi cakes with miso flavor). Hakubutsu (Ishio Sato and Mitsu Sato, partnership company), will provide the events. From May 3-12 there will be an Apposato Fair where all Apposato brand products from incense gases to dashi soup stock, will be on sale with tasting sales on the weekends. From May 10-25 there will be a Gochi-ai. More than 300 kinds of confectioneries like popular Pocky sticks will be available as well as some Japanese products that are only available during the fair period. In addition, from May 10-26 Takara brand sake will be on sale. All Shochu sales will be sold at special prices. Lager sales on Sundays will begin at 1 pm according to Bergen County law.

Location: JIS River Rd., Hightstown, NJ 08520
TEL: 201-940-8122
www.norwest.com/kyofei

May 5 GQ + GQ! BIRTHDAY! Promotions GQ! GQ! CUBBY!

May 5 is the birthday of Japanese cult frozen chicken GQ! GQ! CUBBY! Celebrating this, at all 4 locations in Manhattan, any single sale during will be sold for \$5 along with 5 from toppings coupons. Also, the 10th, 20th, 150th, 250th, 350th, 450th and 550th customers of the day at each store will receive an original GQ! GQ! CUBBY! T-shirt.

Locations: Midtown Location
 233 W. 28th St., (bet. 2nd & 3rd Ave.) New York, NY 10001
TEL: 212-730-1112

Online Location
 141 W. 10th St., (bet. 4th & 5th Ave.) New York, NY 10011
TEL: 212-255-4343

World Trade Center Location
 21 John St., (bet. Broadway & Rector St.) New York, NY 10038
TEL: 212-408-1006

Washington Square Location
 221 Broadway St., (bet. W. 2nd & Rector St.) New York, NY 10012
TEL: 212-463-2333

<http://www.gqmagazine.com>

May 5 Children's Supplies Bazaar NYONGA (Let's Play in Japanese)

NYONGA's mom owned and operated Japanese learning center for children NYONGA (Let's Play in Japanese) is looking for event and doing its doors. On Sunday, May 5 they're having a sale on a wide selection of children's supplies such as games, toys, pacifiers, bottles, and baby furniture. Cash will only be accepted.

Location: 335 E. 26 St., (bet. 1st & 2nd Ave.)
 New York, NY 10003

May 10-12: FREE Traditional Geta-making Demonstration Kimbusha Bookstore



Japanese book-store owner, Kimbusha, has offered a lot of in-store events featuring Japanese products and culture.

This time there will be a new chance to see traditional geta-making. Geta (Japanese wooden clogs) uses special clay things which allow the wearer to achieve the ideal formal walking. The 3rd Representative Owner of Kimbusha, Shigenori Kuroki is bringing his beautiful geta to NYC for the second time. His geta are made uniquely using vintage Japanese and French lacquer. While watching the demonstration, if there are any geta you like, purchase them on the spot and have the things custom fit to your feet. This event will be from 12 pm-6 pm.

Location: 107-46 Ave., (bet. 40th & 41st St.) New York, NY 10019

TEL: 212-375-8037 / www.kimbusha.com/en

May 12: FREE Japan Day 2013 @ Central Park Japan Day

Now in its seventh year, Japan Day is returning to Central Park to delight New Yorker's with fun cultural activities and outdoor performances. For this year's event, Japan Day is planning once again to have both the 4-mile "Japan Run" and the "Japan Day Festival" together. Participants can expect to enjoy a variety of Japanese culture through a wide variety of activity tests, Japanese food, and performances that include indie-pop singer, Emi

Wajima. Come spend a fun filled day celebrating traditional and contemporary Japanese culture at one of New York City's most exciting outdoor events.

Location: Running finished (New Avenue at 49th St. & 50th Ave.)
 Central Park, New York
www.japandaynyc.org

May 18 & 20: FREE Sketch Off Catpal Nail Art Trial Seminar Muga Break

Catpal and technician training seminar, Muga Break, will be offering a free event with hand painting and Catpal demonstrations. A trial Catpal on one finger and "Tooth and Nails" conducted by the school's founder, Catpal senior educator, Mia, Muga



Tiga. Three free slots are offered, in which anyone can participate, 9:30 am-12:30 pm on May 18, 9:30 am-12:30 pm on May 20 and 4:30-7 pm on May 20. During the third time slot, practical application technology will also be taught, and to take the lesson, participants are required to have previous training and registration. Check their web site for more information.

Location: New York Museum/Hotel
 1525 Broadway (bet. 2nd & 3rd Ave.) New York, NY 10036

Info: 800-880-0952, fax: 85-424-57-8832
info@mugabreak.com / www.mugabreak.com

Event Feature

Maeda-en Green Tea Ice Cream 20th Anniversary Photo Contest

Maeda-en

Founded in 1994, Maeda-en which provides good quality, genuine Japanese tea, Green tea ice cream and matcha tea room will be having a special photo contest in celebration of their 20th anniversary of launching their Matcha Green Tea Ice Cream. There are two categories: "Smile or Ice Decoration." To enter fill out an application form on the Maeda-en website and upload the photo directly online. Prizes will be a 1st place \$200 gift certificate for one person and award of excellence of \$100 gift certificate for 2 winners.



entry for each category. Ten special awards of a Maeda-en green tea gift set (\$30 value) will be given out as well as 100 Maeda-en awards consisting of an original Maeda-en ice cream scoop. Winners will be chosen based on the number of "likes" received on the Maeda-en Facebook page. Submitting photos must be applicants' originals and show Maeda-en green tea ice cream packaging. For more details, visit their website. Deadline is June 14.

Info: Maeda-en (NY) JAPAN INC.
 1417 Devon Ave., Irvine, CA 92618
<http://www.maeda-en.com>

Happenings

Special Happy Hour with 30% Discount Exclusively for Chopsticks NY Readers
Make It's Japanese II!



With over 80 varieties of sushi, *Make It's Japanese II* on the Upper West Side seasons roll lovers from the neighborhood. Between 5-7 pm on Mondays and Tuesdays until May 31, they offer a Special Happy Hour exclusively for Chopsticks NY readers. Meet at Chopsticks NY and receive a 30% discount. Some recommendations from the huge menu include: *Angy Blue Crab*, fresh raw fish with cedar, tuna and salmon topped with tobiko and scallions and *Seared Heart Roll*, seared roll topped with scallions and mayo, seared tuna and sprinkled with scallion crunch for a finishing touch. *Make It's Japanese II* introduces at least one new roll every two weeks and they take orders over for take out on the menu. Those who love sushi rolls cannot miss this opportunity.

Location: 57 W. 26th St., 2nd. Columbus Ave. & Central Park W.
 New York, NY 10001 / Tel. 212-693-1330

Introducing New Drop Tea Celebration Gimmies
Meedo co



With a company philosophy "Authentic & Traditional," Meedo co brings premium Japanese green tea to the U.S. market. For 25 years of the shou-cho (first crop green tea) season, they have imported carefully selected shou-cho directly from Japan and this year they will release the shou-cho from Kagoshima Prefecture from the beginning of May. (Shou-cho is the first crop green tea's name: Silver Drop (\$25), Super Premium (\$30), Silver Gold (\$20), Garnish-cho with Matcha (\$4) and Tea Bag (\$3)). Suppliers are limited, so it is recommended to make online reservations as soon as possible. Celebrating this new crop release, Meedo co is giving away a set of Silver Gold & Garnish-cho to 10 lucky customers. To enter this lottery, write your name, address and phone number with subject "Meedo co New Crop Green Tea Present", and email "info@meedo.co.com" or mail to the address

listed below. Entry deadline is May 20 and the winners will be notified with a delivery of the gift.

Info: www.meedo.co.com
 Grocery/etsy address: Meedo co
 1822 Ross Avenue, Irvine, CA 92614

Art Jewelry 10% Off for Chopsticks NY Readers
Yusa Morita

Yusa Morita is a designer of a reworked of jewelry incorporating master paper techniques and traditional Japanese patterns. As a master jewelry artist using Japanese tradition and her own sensibilities Morita uses wet metal sheeting/plastic. Truly encapsulating the



paper like a brush to express a three-dimensional world into art. In April, Yusa Morita's jewelry became available for purchase of 1 Designer Her Series. Until the end of May, Chopsticks NY readers will enjoy a 10% discount on the jewelry. Just meet at Chopsticks NY to receive this offer. Info: www.yusa-morita.com
 Location: P. Garden Her Series
 209 E. 38th St., 2nd fl. 2nd Ave.
 New York, NY 10017
 Tel. 212-521-0105 / www.yusa-morita.com

20% Off for First-Time Customers
K's Salon

K's Salon offers a number of beauty services from haircuts and nails to waxing. For one of the owners, her more than 25 years of experience to offer optimal care. Joseph co-owner uses New York's Pymaterra Method to create a lifestyle based on individual customers' features. Until May 31, K's Salon is offering a 20% discount for first time clients mentioning Chopsticks NY when making an appointment.

Location: 162 W. 44th St., 2nd. Amsterdam & Columbus Ave.
 New York, NY 10018
 Tel. 212-732-8527 / www.kssalon.com

Trill Language Lessons for Summer
Hills Learning

Language school specializing in Asian language instruction Hills Learning is offering trial classes for \$20 for 1 hour this summer. Hills Learning will be having trial classes at multiple language levels for Japanese, Mandarin Chinese, Korean, Thai, and Cantonese. The trial classes are

scheduled to be held from the week of May 28 and May 31. Please visit their website for further information and details.



Location: 200 Lexington Ave., 2nd. 42nd St. & 43rd St. E.F. H.
 New York, NY 10017
 Tel. 212-627-7822 / www.hillslanguage.com

"Stage" Cuisine Restaurant Re-opens to Mothers East

Kajitsu

Since its opening in 2003 in the East Village famous stage set, an "Stage" cuisine restaurant Kajitsu received 2 Michelin stars, making it difficult to get a reservation. At the end of March it moved to Mothers East relocating to the second floor where the quiet and peaceful atmosphere of a Kyoto restaurant is reproduced. The tea they provide is made, it's from a farmhouse in Kyoto with 200 years of history. Along with their relocation, Kajitsu also started serving lunch for the first time, such as momos and rice bowls as well as easy to eat a 4 carts dishes. Stage cuisine



is a type of vegetarian cooking that originates in Zen Buddhism, regarded as the foundation of all Japanese cuisine, especially kaiseki, a multi-course meal with fresh seasonal ingredients beautifully arranged on plates. They also served Kaiseki on the first floor, a lunch box restaurant with fish and eggs on the menu.

Location: 125 E. 38th St., 2nd. Lexington & Park Ave.
 New York, NY 10017
 Tel. 212-239-4873
www.kajitsu.com

Promoting Prestigious S-Spot Award
ANA (All Nippon Airways)



ANA Group is the first ever Japanese airline that has won the highest rating of "5 stars" by a British company, SKYTRAX. The screening criteria of more than 600 categories from airport to onboard were evaluated, and airlines are required to maintain consistent high-quality service to hold the rating. This year ANA was also named "Airline of the Year 2012" by Air Transport World, the leading US aviation magazine, as well as having won the first place for "Lowest Global Cancellations" and the best "On-time Performance Service" among the major global airlines by FlightStats. ANA's overall rating from financial performance, management skills, punctuality, to quality service has each been rated the best in the world. ANA continues to strive to provide its customers around the world with safe, high-quality air travel and service.

TEL: (800) 231-8387

www.ana.com

Grand Opening! Paris Sandwich



Paris, so which others freshly made to order items including innovative Vietnamese specialties, unique sandwiches, baguettes, and coffee imported from Vietnam. To celebrate their grand opening, Paris Sandwich is having a special deal: spend \$25 and get a free sandwich of your choice. Be sure to mention Chopsticks NY when you place your order. Offer is valid thru May 31.

Location: 112 West St. (bet. Market & Canal St.), New York, NY 10013
TEL: 212-692-7239

212 Canal St. (bet. Market & Canal St.) New York, NY 10013

TEL: 212-692-7239

www.parissandwich.com

Coarse Japanese Straight Form of Spatial Force

Sakura Vijn

Sakura Vijn is at the pinnacle of hair design, creating sophisticated looks that are aesthetically precise and effortlessly chic. From May, just in time for the spring, Sakura Vijn will offer Coarse Japanese Straight Form for \$260 (incl. tip) [Reg. \$300 (incl. tip)]. In addition, customers getting this service will receive a free intensive treatment for hair care. Results are completely different from previous straightening, giving naturally straight shape, smooth texture and hair without new factor. Protection of lived, smooth and long.

Location: 22 E. 4th St. (bet. Avenue & 2nd Ave.)

New York, NY 10003

TEL: 212-684-0844 (English), 212-347-3222 (Japanese)

www.sakuravijn.com

Free Cocktail! Ani Sushi

Ani Sushi

Located in Brooklyn Heights, Ani Sushi is an authentic Japanese restaurant and bar that offers



bar that offers patrons that are not limited to the typical California Roll or Shrimp Tempura. Now at anytime, you can enjoy free cocktails and receive the same cocktail for free when you mention Chopsticks NY. This deal is valid thru May 31.

Location: 112 Montague St. (bet. Street & Ave. B), 7th

Brooklyn, NY 11211

TEL: 718-727-3000/3001 / www.anisushi.com

Mother's Day Gift Campaign for Saloon Panchos ARSOA



Devoted to making connections using natural ingredients, Japan ARSOA is now available for purchase online in the U.S. This first 30 people

to purchase a product on the website will receive a instant gift! Enter CHOPSTICKS promotion ends on the "Write for Saloon Blue" when buying online. The offer ends May 31.

www.arsoa.com

50% Off Facial Rejuvenation Acupuncture

Meisho Acupuncture

Alan Garza-Davis, licensed acupuncturist and massage therapist at Meisho Acupuncture, is currently offering a 50% discount on facial rejuvenation



with acupuncture packages [Reg. \$1,000 for 10 sessions] for first-time customers. Look and feel your best naturally with a holistic approach to beauty that offers potentially dangerous cosmetic procedures and utilizes the wisdom of East Asian medicine.

Location: 32 Greene St. (bet. Canal and Rensselaer St.), 7th

New York, NY 10013

TEL: 347-597-5629

www.meishoacupuncture.com

55% Off Spring Campaign

Dee Holistic Center

With expertise in shiatsu (acupressure) massage and herbal medicine, Japanese healing center Dee Holistic Center will hold a spring campaign until May 31. During this period, if three one-hour massage tickets are purchased at once, the total will be \$ 233, making each cost \$ 78 [Reg. \$184]. Select from either a deep tissue massage or shiatsu. Offer available to any customer, not limited to first timers, and tickets do not have to be used solely by the purchaser. Give a gift or treat yourself and your body to holistic healing.



Hair Salon Celebrating 1st Anniversary with Promotion Rerbirth

Japanese beauty salon in the East Village, Rerbirth, is celebrating their one-year anniversary. Owned by stylist Mr. Ryuji Uchida with over 20 years of salon experience in both Japan and the United States, he creates great hairstyles for any hair type. An expert in Aikan hair, which has distinct characteristics, Mr. Uchida can salvage Aikan hair types while incorporating contemporary styles and methods. By staying ahead with trends in Japan, Mr. Uchida can also offer current Tokyo styles. He frequently does hair and make-up for actresses and singers in both Japan and the U.S. Rerbirth staff includes veteran Japanese stylists whose work has been featured in fashion shows and maga-

zines. Cut and color starts at \$130, but in celebration of their one-year anniversary, Rerbirth will be offering new customers a special promotion of 10% off all services. Experience the treatments and gracious customer service the Japanese way, from digital perms to Japanese straight perm treatments. Offer is valid from Apr. 28 to May 3.



Location: 304 E. 8th St. (bet. Avenue & 4th St.)

New York, NY 10009

TEL: 212-437-1462 / www.rerbirth.com

**Creation, 22 E. 9th St., (bet. Madison & 3rd Ave.), 3rd Fl.
New York, NY 10003
TEL: 212-399-5266 / www.lesleer.com**

All Strapless Bras and Nubia Frontlines for Summer Bustle's New York

Cosmo & Ingene boutique, Bustle's New York is holding special promotions for the month of May! For the entire month all strapless bras and Nubia products will be 50% off! For Mother's Day they will have a special selection of every Ingene and comfortable negligees as well as gift certificates for those who want to treat their special someone to their choice of Ingene. Don't miss out on this opportunity to look and feel your best this summer!

**Creation: 270 Dimes St., 3rd Floor 4 Spring St.
New York, NY 10012
TEL: 212-911-5429**

**44 Madison Ave.,
(bet. 29th & 30th St.)
New York, NY 10017
TEL: 212-399-2223**



**125-20 29th Ave.,
(bet. Queens College East Road)
Suits II 299
Flushing, NY 11354
TEL: 718-653-1345**

www.bustlenewyork.com

Free Noodle Samples to Restaurants

WORLDWIDE-SOBA, INC.

Noodle manufacturer Worldwide Soba, caters to IMJO, ramen, Quorn, soybeans, maitake and tofu and have provided their products to numerous restaurants like JIM RAMEN, CHASAKA, NARUMI, SOBA (TOYO) as well as to star chefs such as Gordon Ramsay and Teriaki Hagiwara. Worldwide Soba is offering a sample of free noodles for restaurants until the end of May. For more information contact world_wide_soba_ny43@yahoo.co.jp or visit the website of the noodle, veg restaurant, to freely enjoy varieties and cultures within 2 days.
**Info: worldwide-soba.com
world_wide_soba_ny43@yahoo.co.jp**



Kanako Tournament

Japan 27

This July Japan 27 will hold a Team Kanako Tournament with a challenge of 2700. One team will consist of 3 members and entry fee is \$ 180 per group (\$ 70 per person). A

free drink up to \$15 worth will be given to each member on the day of the event. After the application deadline, matches will be randomly assigned. Matches are held every Sunday from 3-6 PM, provided there are variety of benefits for teams that continue to win. Entry fees can be found on the Japan 27 Facebook page. Participants should sign it along with the entry fee to Japan 27. Now accepting applications, deadline is subject to notice. For more information about the scoring methods and conditions, contact Japan 27.
**Location: 346 3rd Ave., (bet. 29th & 30th St.)
New York, NY 10016
TEL: 212-699-2329 / www.jp27.com**

Mother's Day Gift Campaign

Dr. CILabo

Dr. CILabo's philosophy is to help people with their skin concerns so they can live their lives with confidence and feel and look their youngest everyday. Until the end of May, in appreciation of Mother's Day a special campaign will be held. Those who purchase \$100 or more will get Aqua Collagen Gel (French-Gift) EX (50g), Enrich-Lift Moisture Lotion (50ml), French-Lift Creaming & Massage (10g) and French Gold Patch with cream as a present. For customers purchasing over \$200 they will additionally receive the Aqua Collagen-Gel Deep Moisture Mask (2' stored), Aqua-In-Term OR Cream (10ml), 99 Mineral Powder Loose Pressed (10g), 98 Perfect Cream Mineral Pouch and 98 Perfect Cream Light pouch. Limited while supplies last.
**TEL: 1-855-777-5256
info.cilabo.com / www.cilabo.com**



Free First Art Class

Resonance

Resonance offers a space where artists can meet and collaborate to create new and innovative art. These artists also provide Japanese art classes for children such as manga drawing, arts and crafts, anime character drawing and nihonbana (Japanese classical dance). The manga drawing class allows you to create your own short manga comic, characters and stories, and there is also a chance to exhibit artwork in a gallery. Chiyoharu, NY residents who bring in the May issue will receive the first class free. This promotion applies to all ny ny ny residents, but all classes are subject to change.
**Location: 47-04 29th St., Long Island City, NY 11106
TEL: 718-764-5695 / www.resonance.com**



Receive 50% off Your Initial Chiropractic Visit

Good Chiropractic

Chiropractic promotes optimal health and wellness. Dr. Cacco has been practicing on the Upper East Side for the past 12 years. Aligning the spine with chiropractic adjustments enhances performance. From now until May 31, new clients at Good Chiropractic will receive 50% off their initial visit. Services include a detailed exam, adjustment and x-rays if necessary. Whether you would just like to optimize your spine or are suffering from pain, Dr. Cacco will provide you with the chiropractic care specific to your needs.
**Location: 127 E. 42nd St., (bet. 4th & Lexington Ave.)
New York, NY 10017
TEL: 212-690-8552 / www.mackchiro.com**



Spring Tea Ceremony

Omotesenke Style Sado School "Chanoyu Murasaki"

In hopes to introduce Japanese culture and increase a deeper interest in Japanese tea ceremony, Omotesenke style instructor Enko Kikunawa has hosted the spring tea ceremony at New Jersey's The Kicks International Weekend School and The Goshiki Summer Japanese School. Kikunawa conducted a tea ceremony demonstration and instructed children on Japanese etiquette, how to bow and how to take a seat as a tea host. She also talked about the seasonal for Sen Rikyu, a historical figure with a profound influence on the Japanese "Way of Tea". Children are sensitive for learning Japanese art, history as well as manners through the tea ceremony, so these events will be actively held at the



**school in the future.
Info: www.murasakiway.org (Japanese)
www.murasakiway.org (English)**

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